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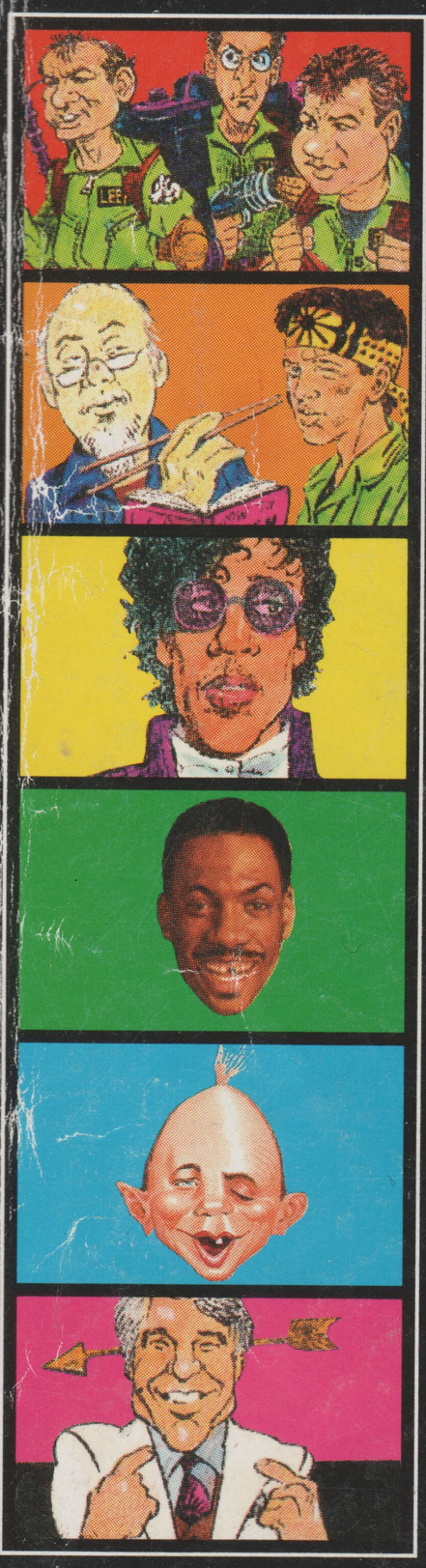

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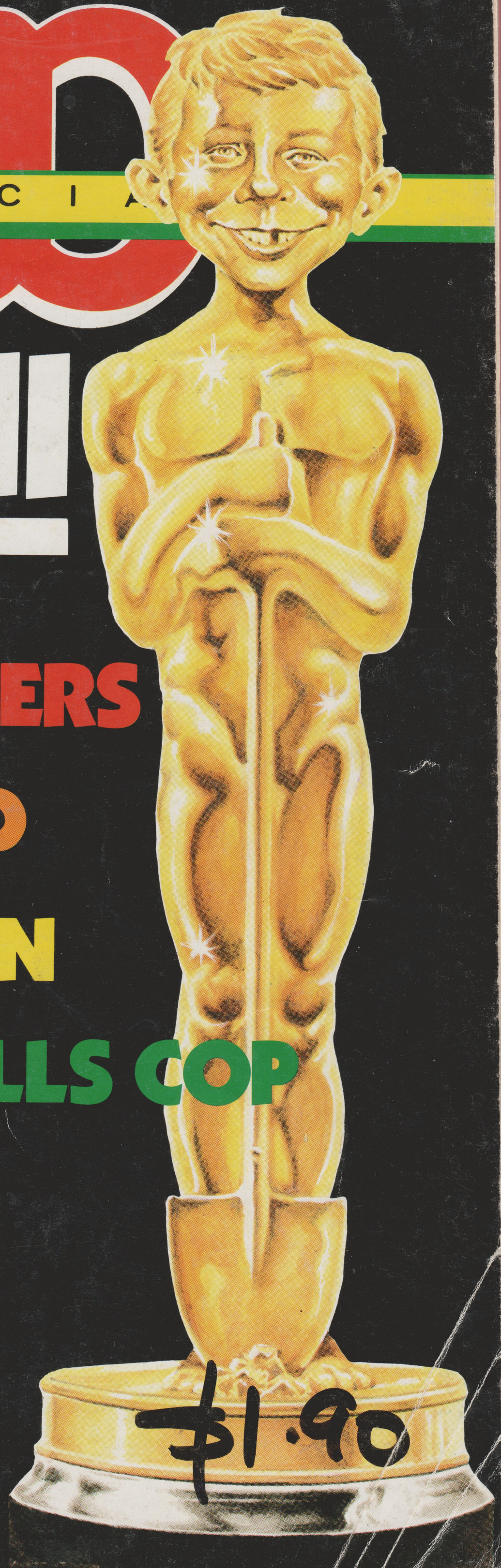

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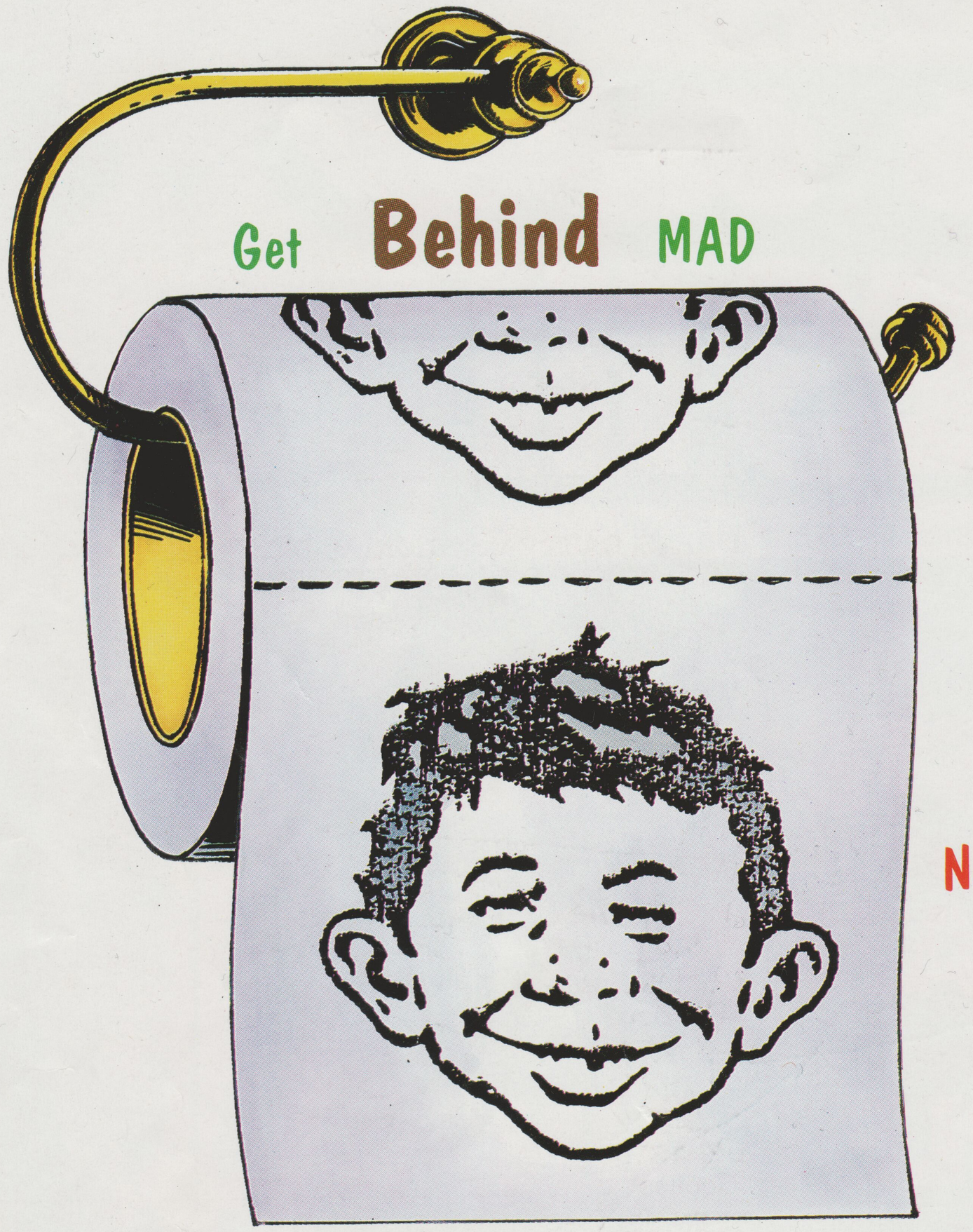

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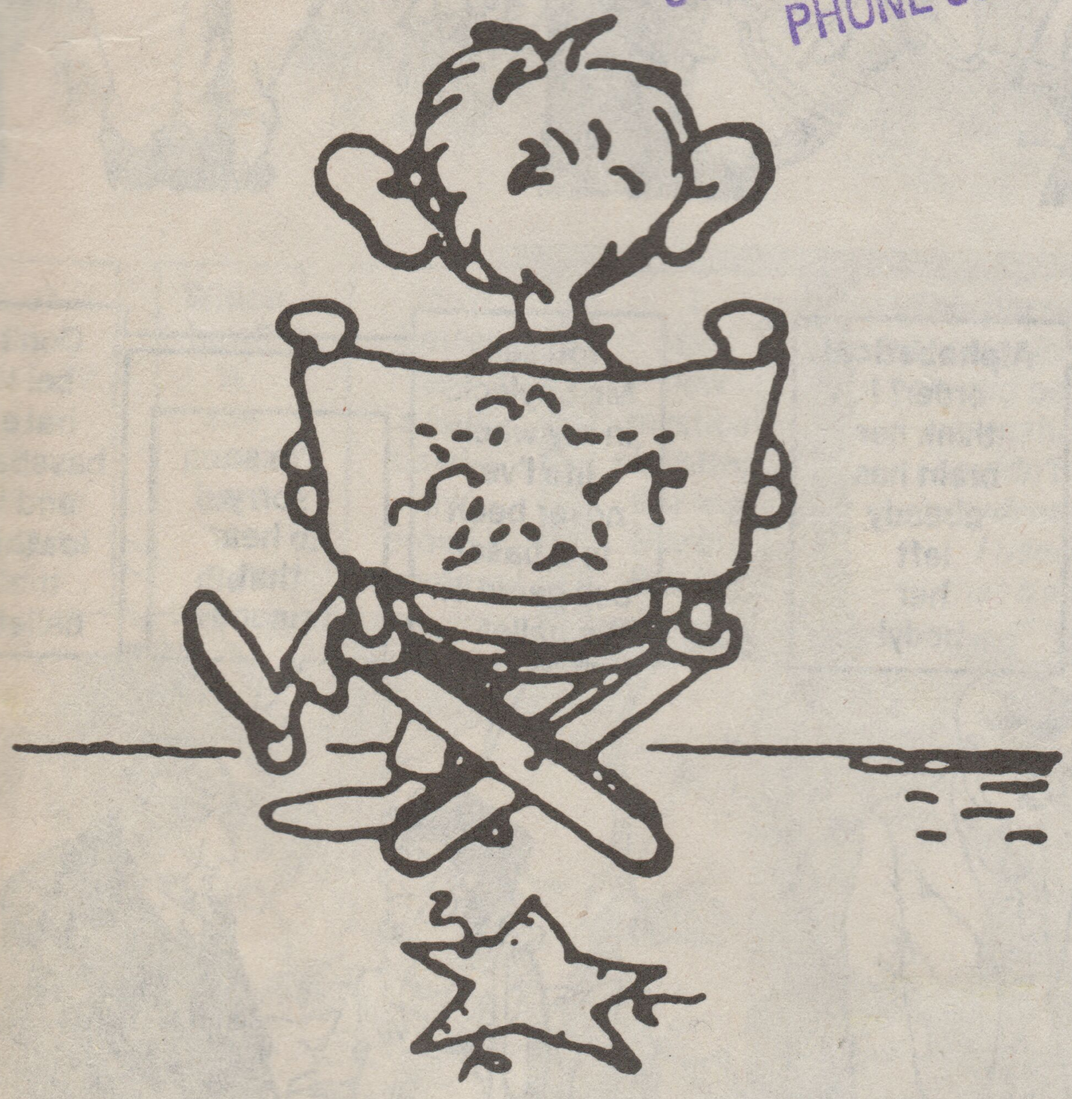

WILLIAM M. GAINES *publisher*

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DICK DE BARTOLO *creative consultant*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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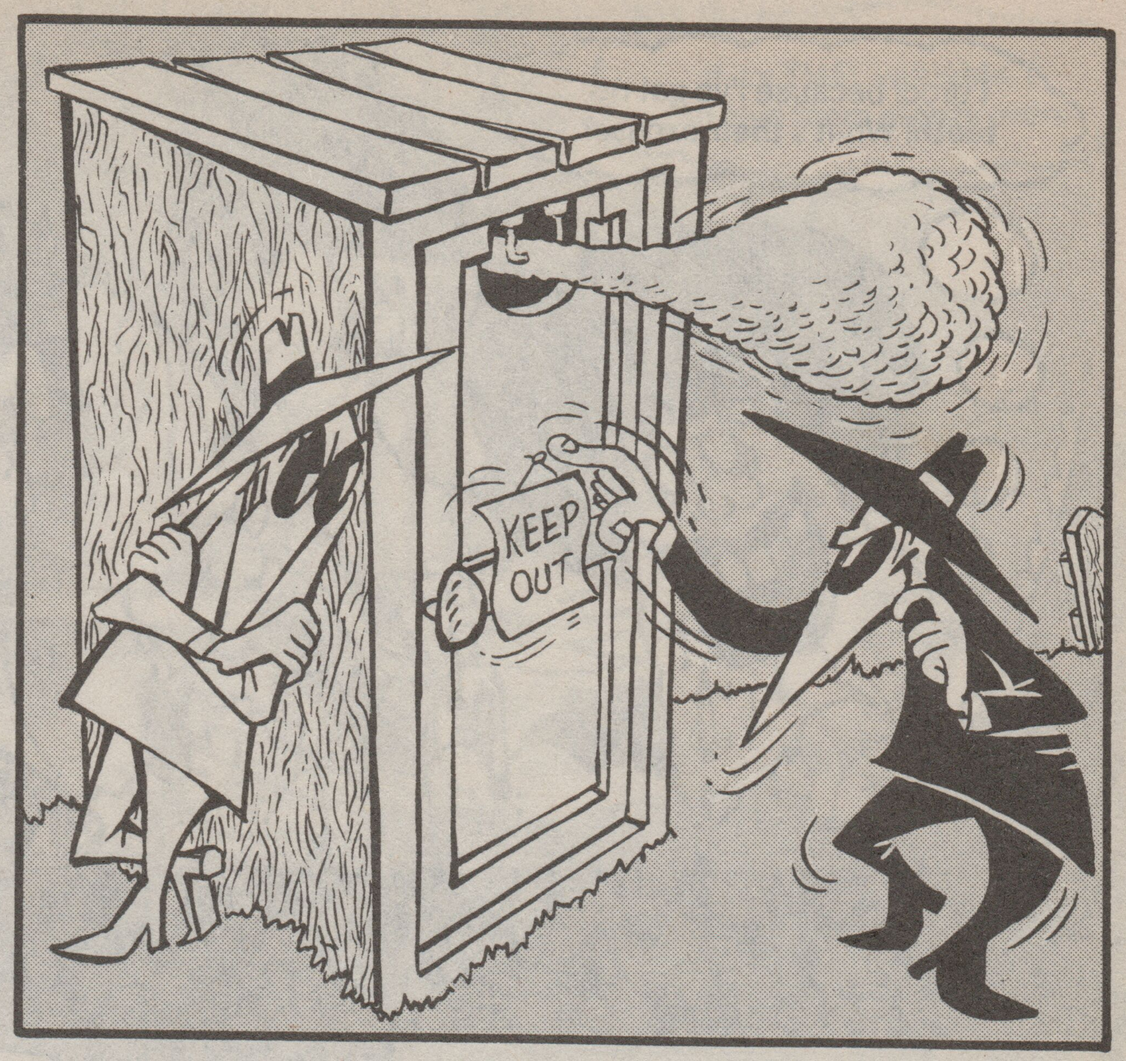
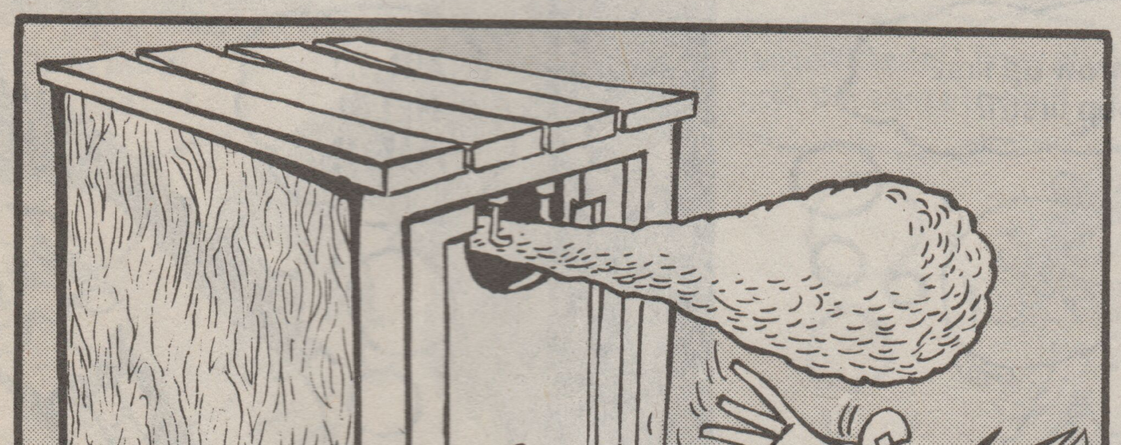
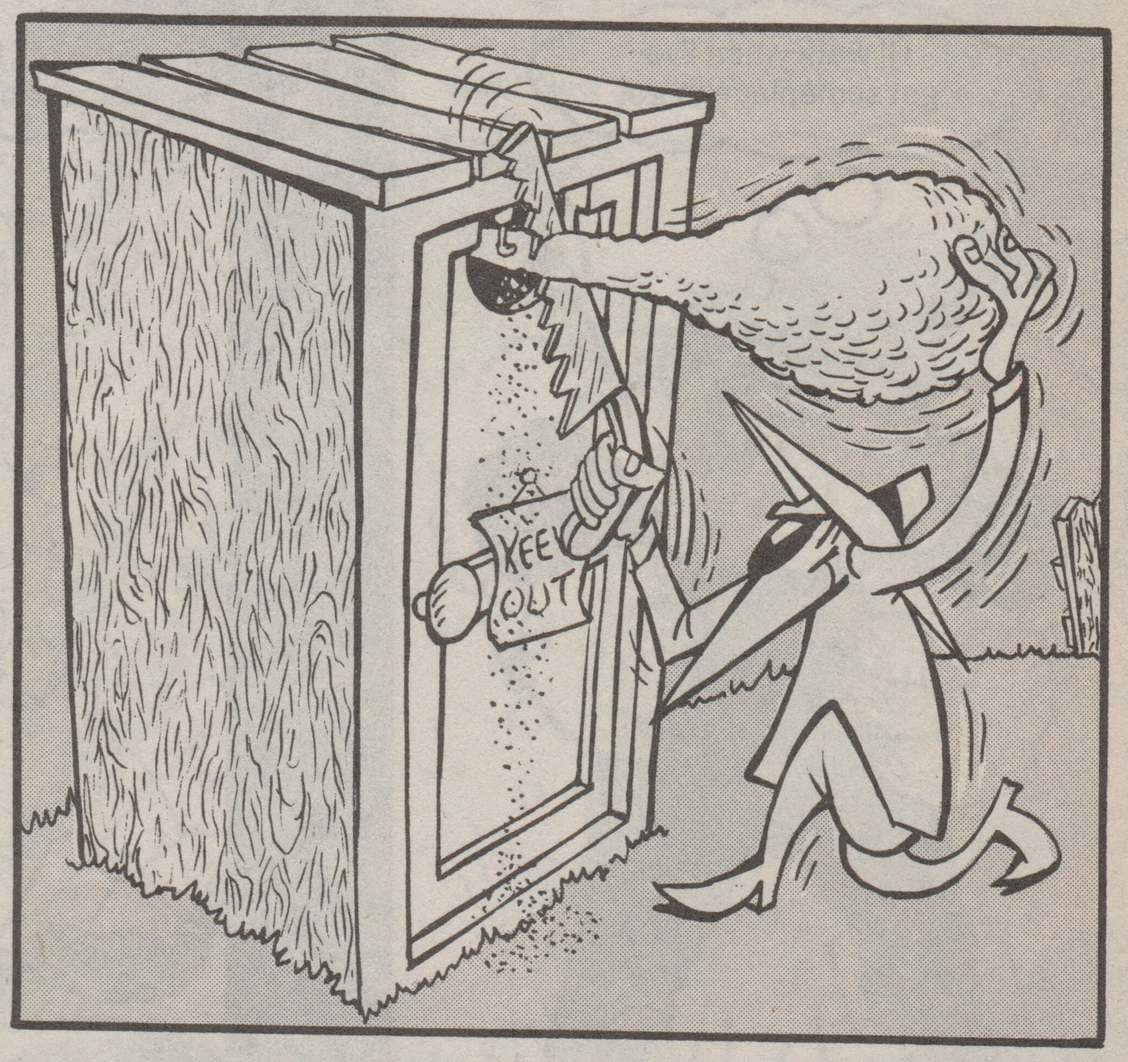
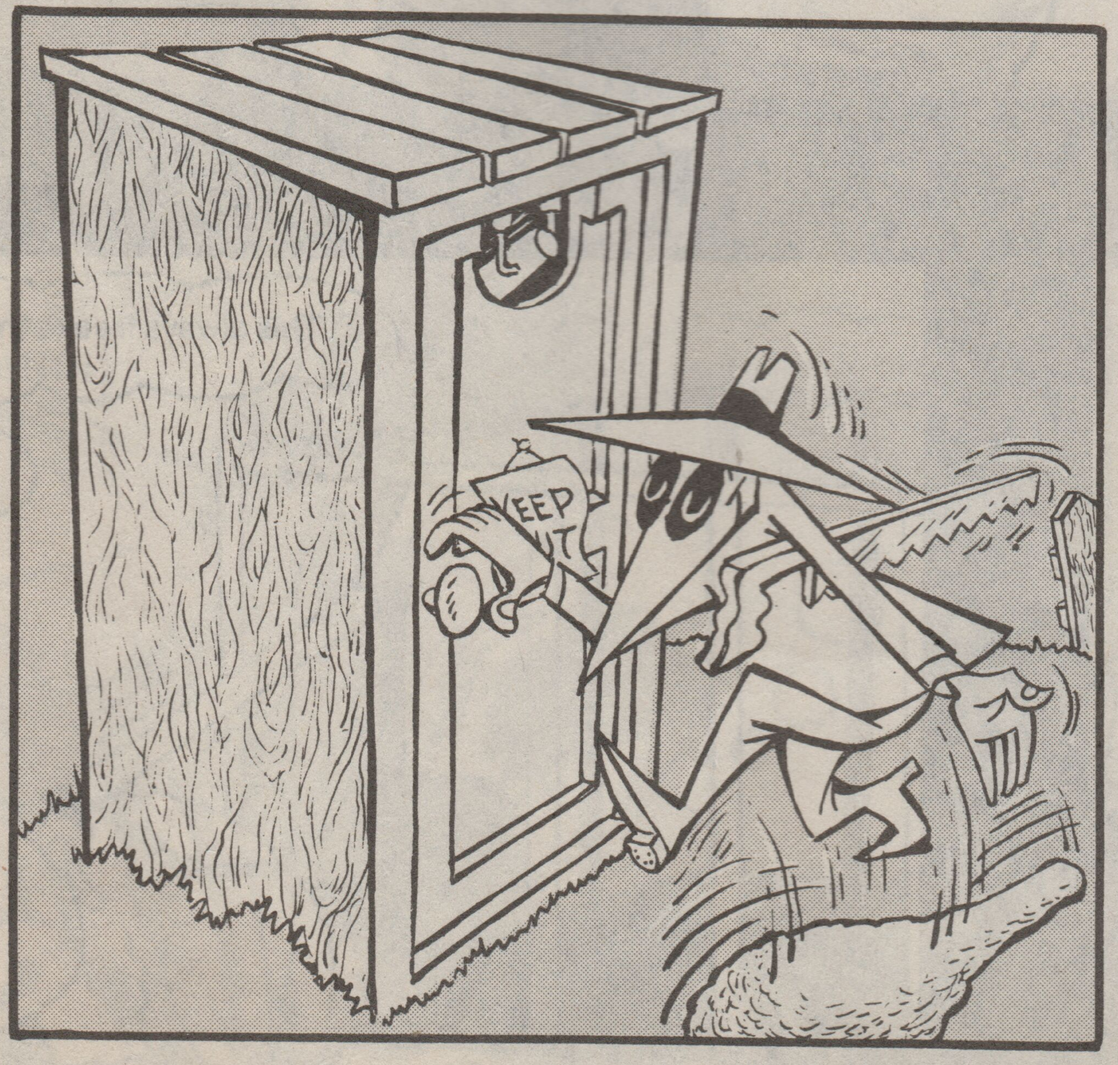
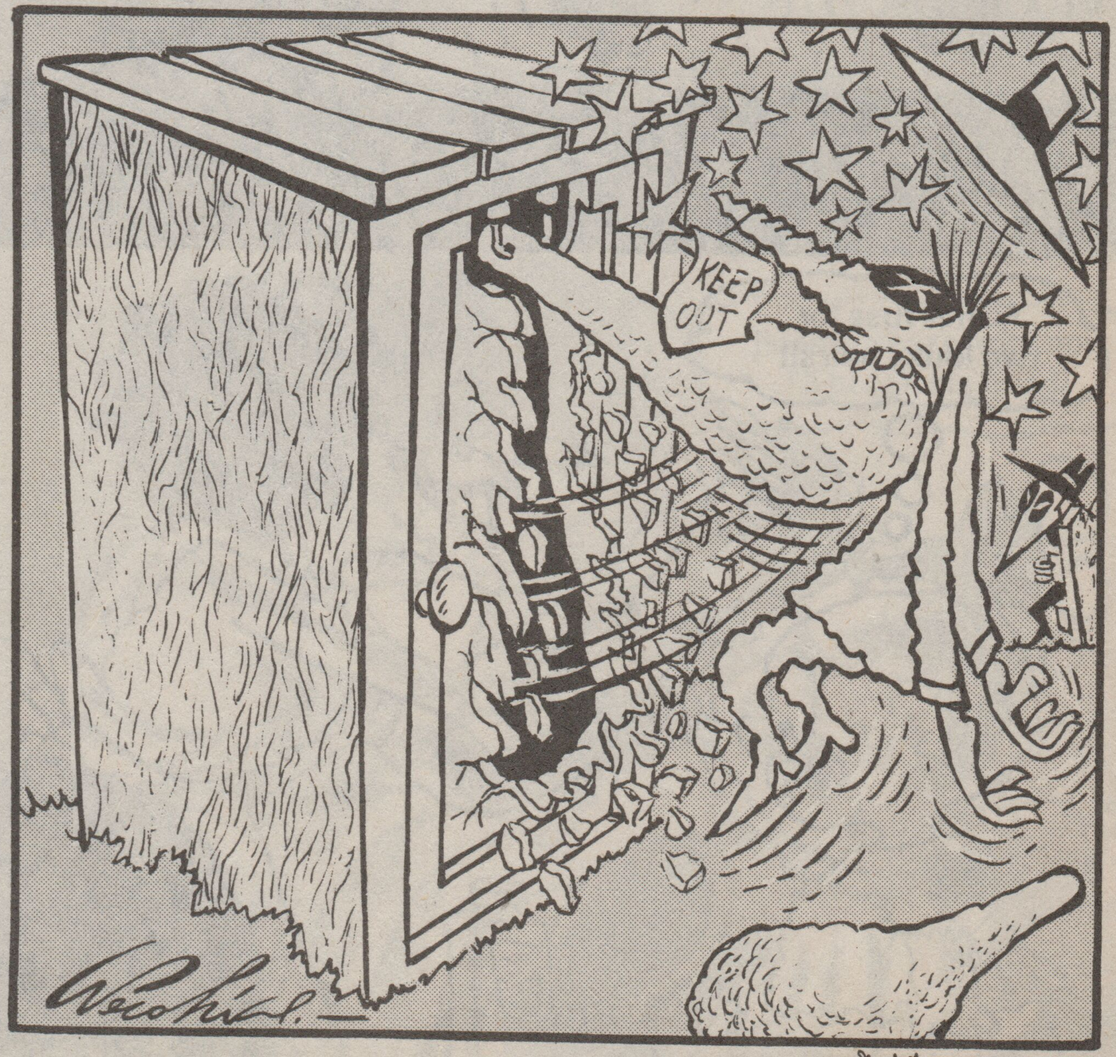




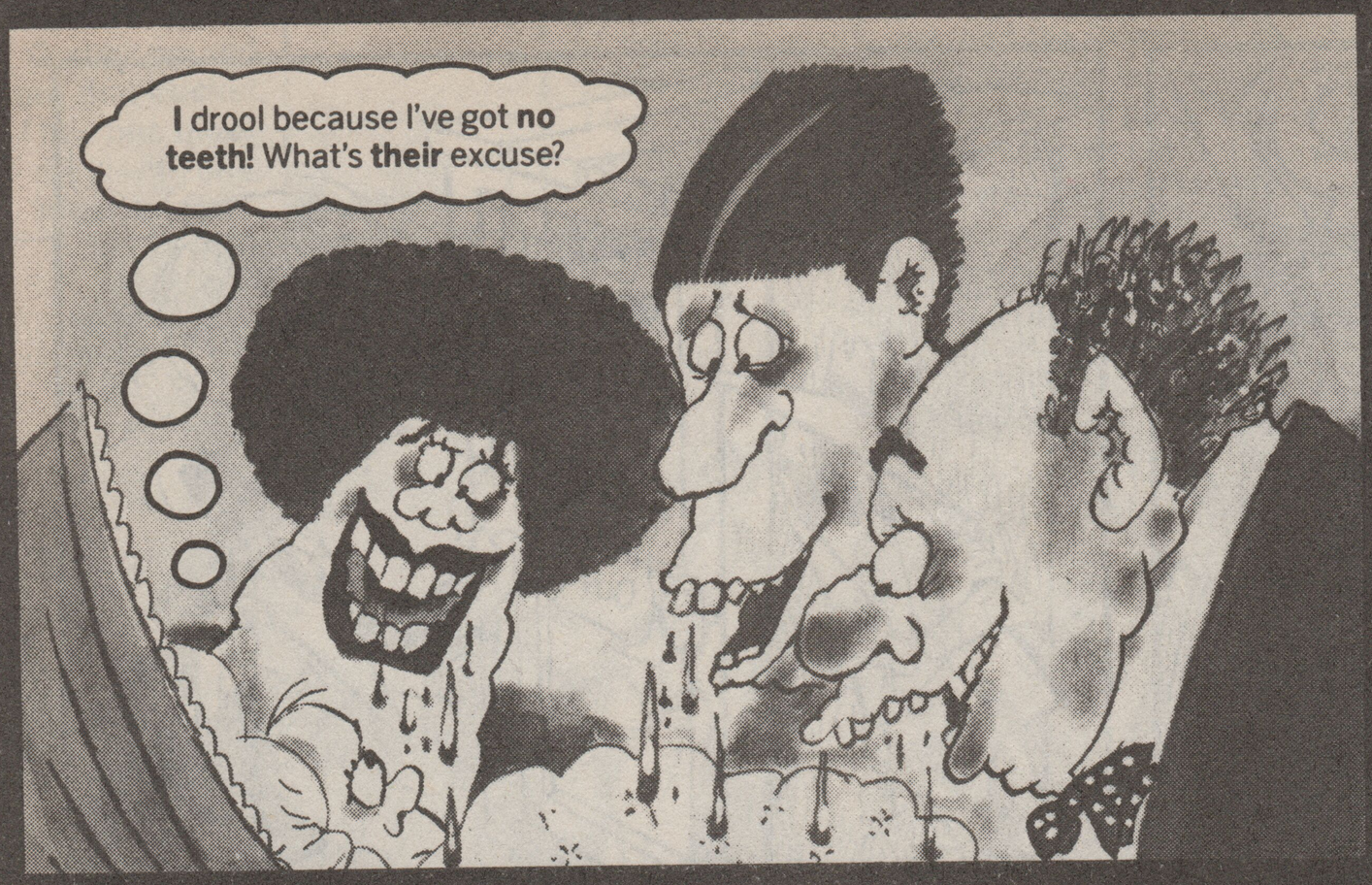


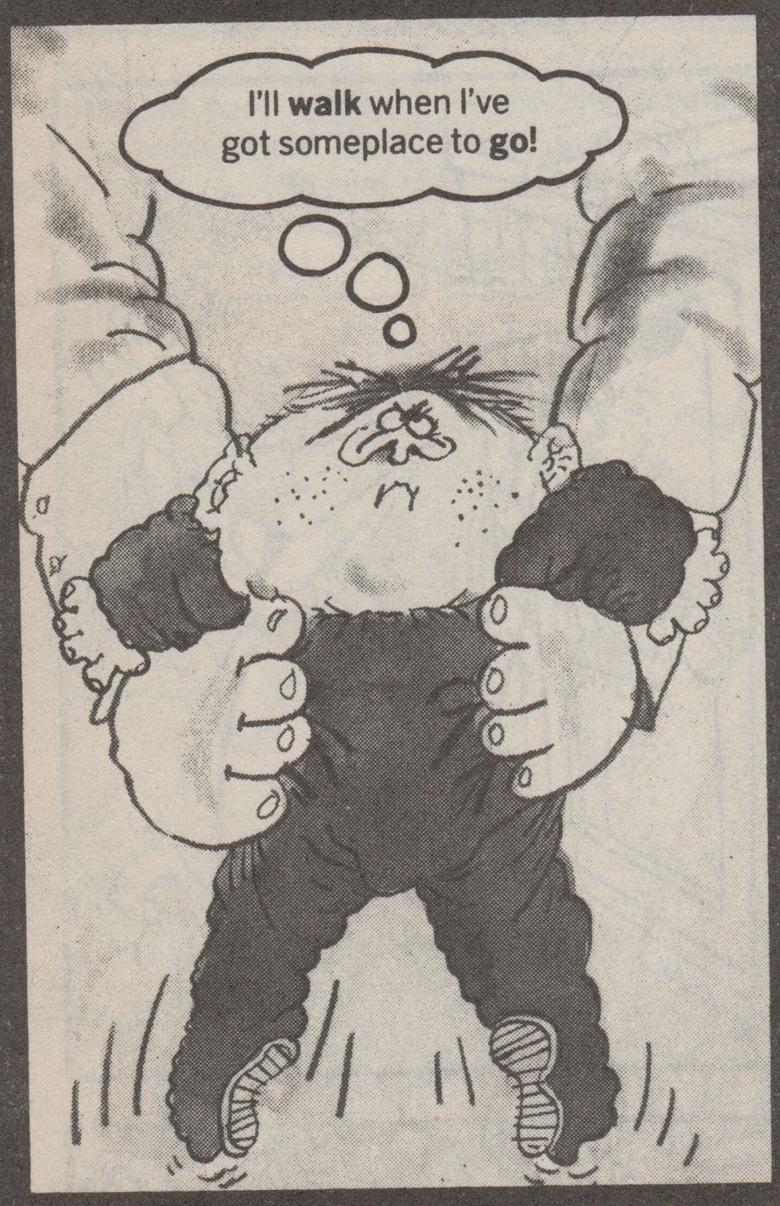


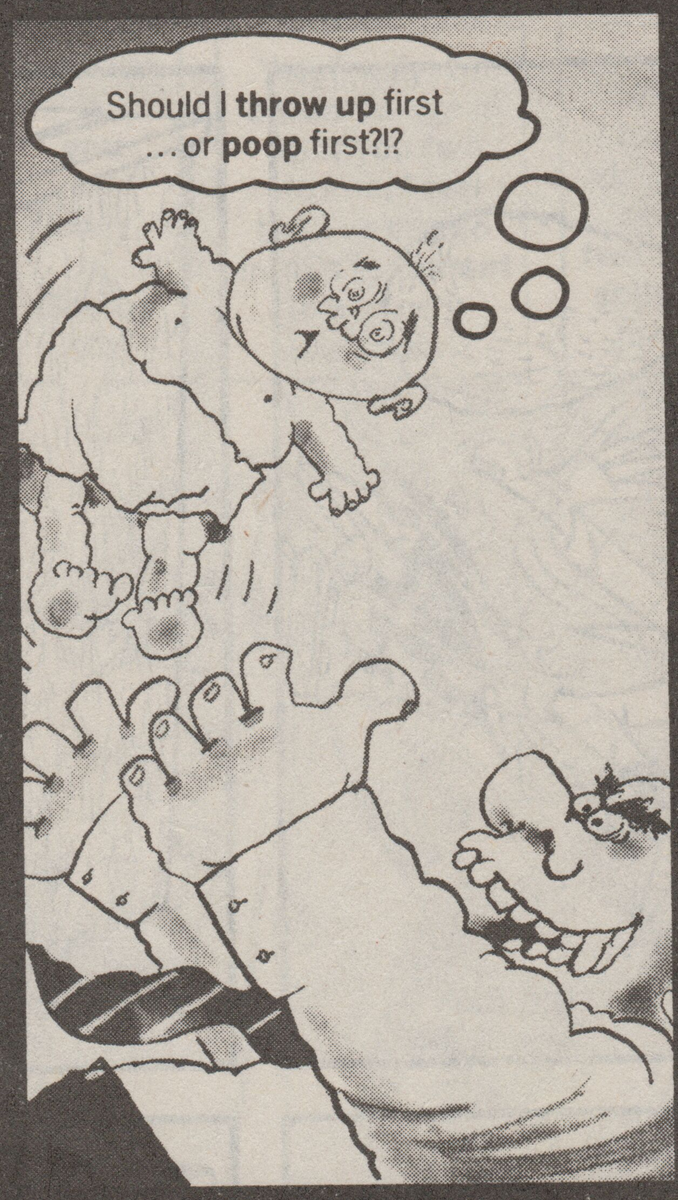


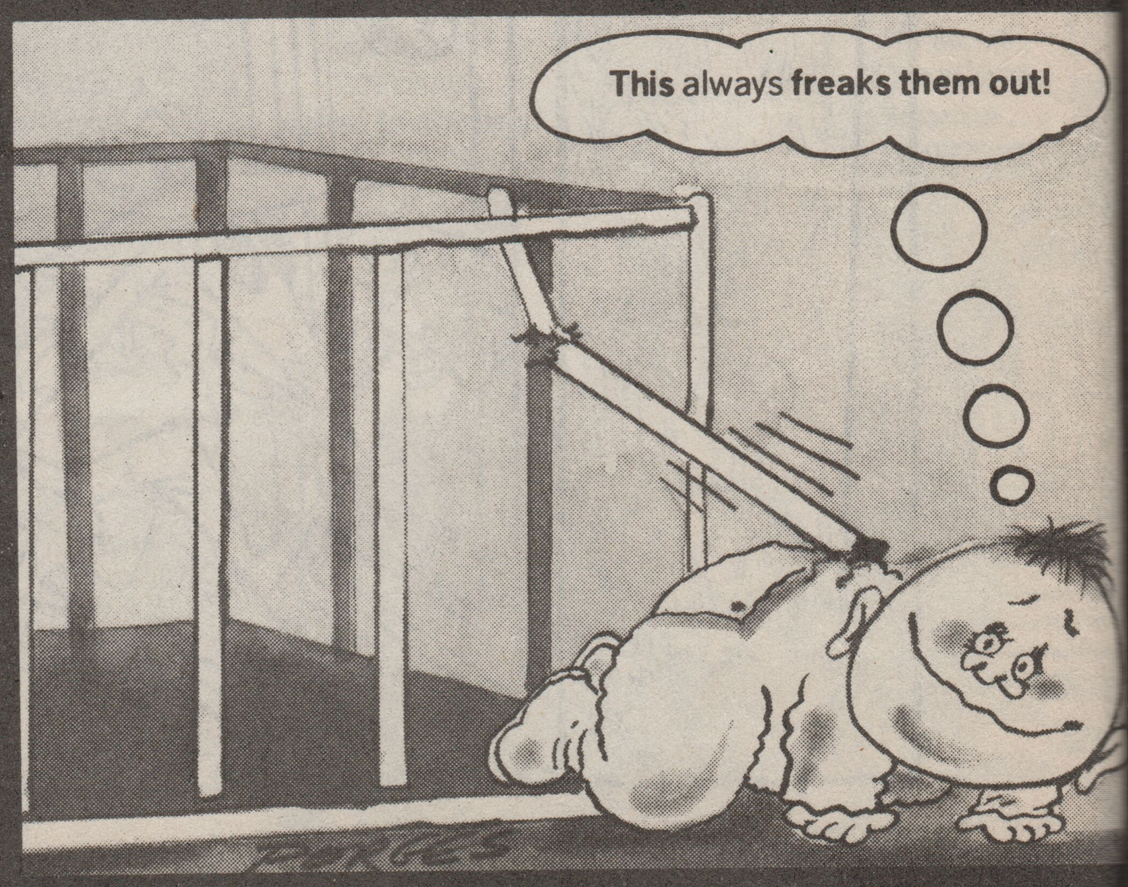
NURSERY WHINES DEPT.

BABY EXPO



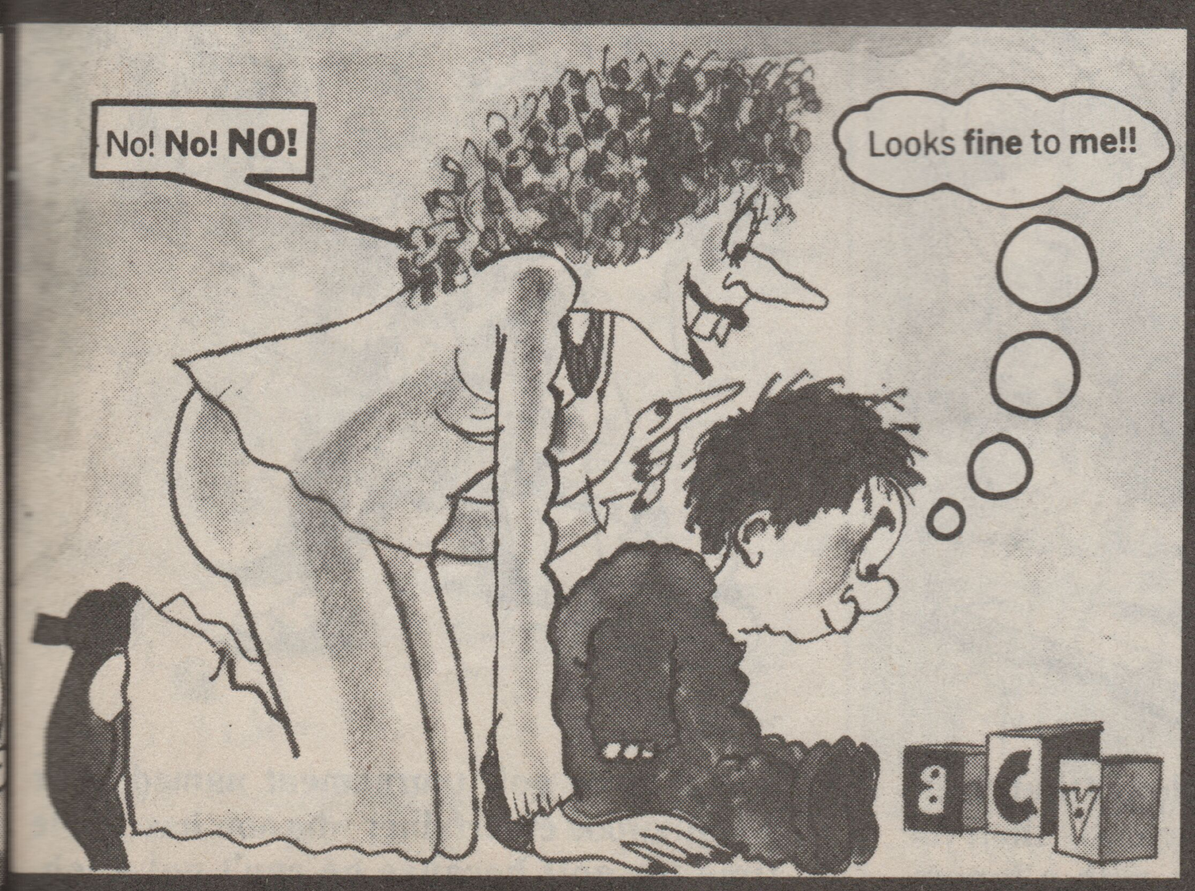






TALK OSED

WRITER AND ARTIST: PAUL PETER PORGES



TRYING YOUR PATIENTS DEPT.

Attention, all you Doctors out there! It's time you exploded once and for a
the myth that Doctors are serious people, intent on healing the sick, with n

MAD'S PRAC CATALOGUE

ARTIST: AL JAFF

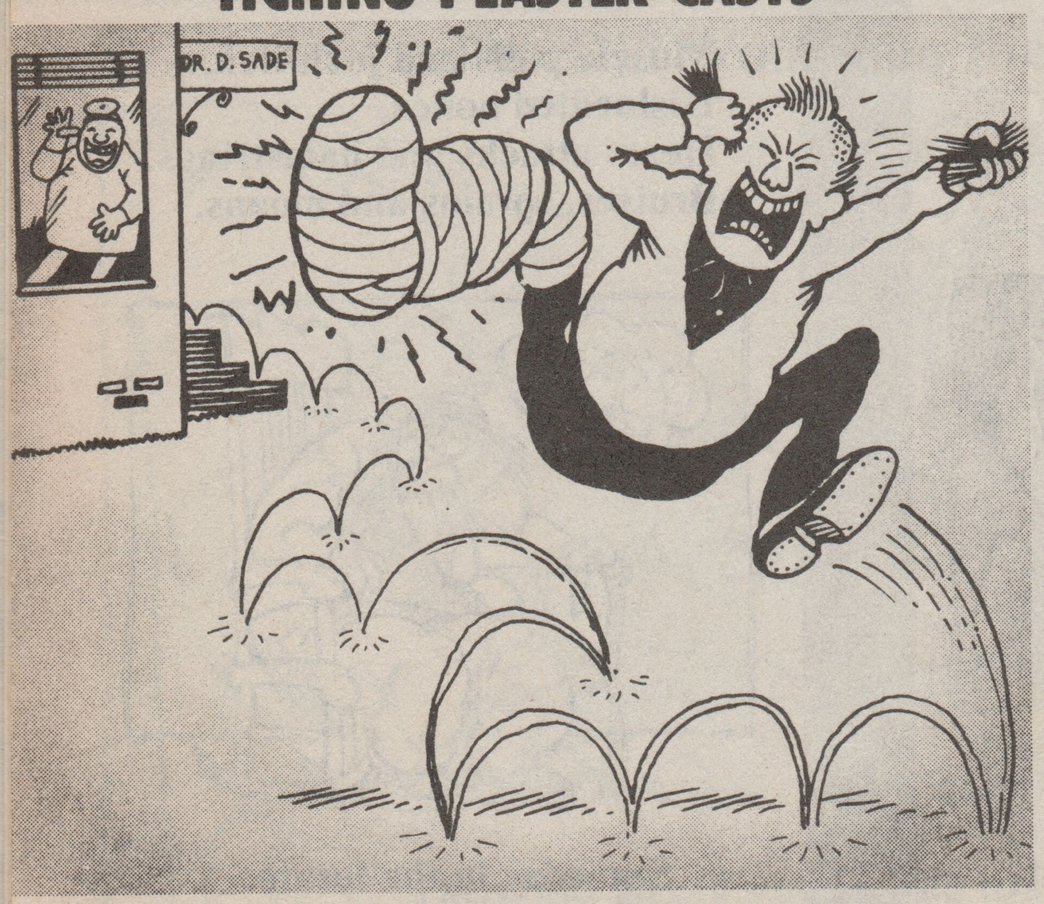
RED-HOT PEPPER-FLAVORED TONGUE DEPRESSORS

No need to describe the hysterical reaction when you use one of these on your patients!

PORNOGRAPHIC INK BLOTS

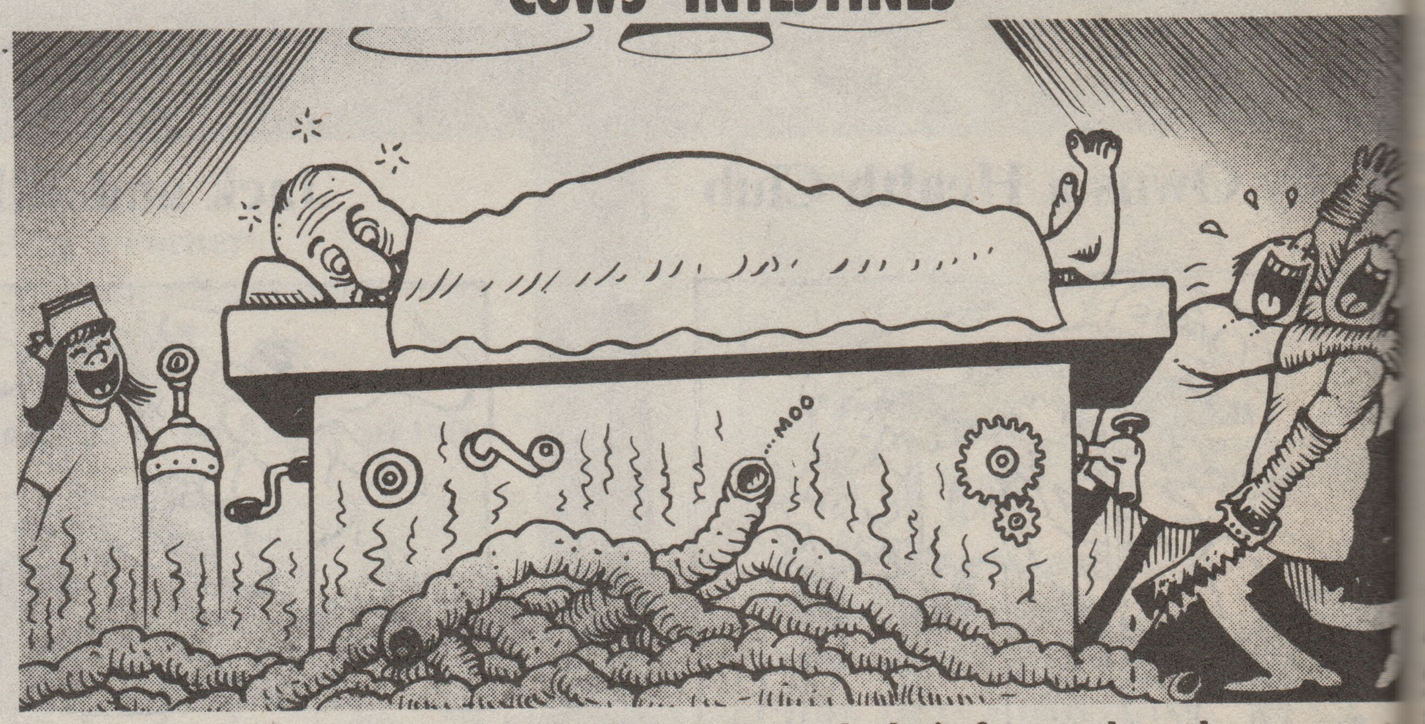
Dirty pictures cleverly hidden in Rorschach cards! Ask them what they see... and they'll be too ashamed to tell you! Lots of laughs!!

ITCHING PLASTER CASTS



Mix our "Itching Powder" into the plaster before applying any type cast! Drives 'em crazy!

COWS' INTESTINES



Leave these lying around Post-Op, and watch their faces when they come t

FUNNY INSTRUMENT BAG

Contains 8" needles, rusty saws, bent pliers, One look and they pass o

BLURRY EYE CHARTS

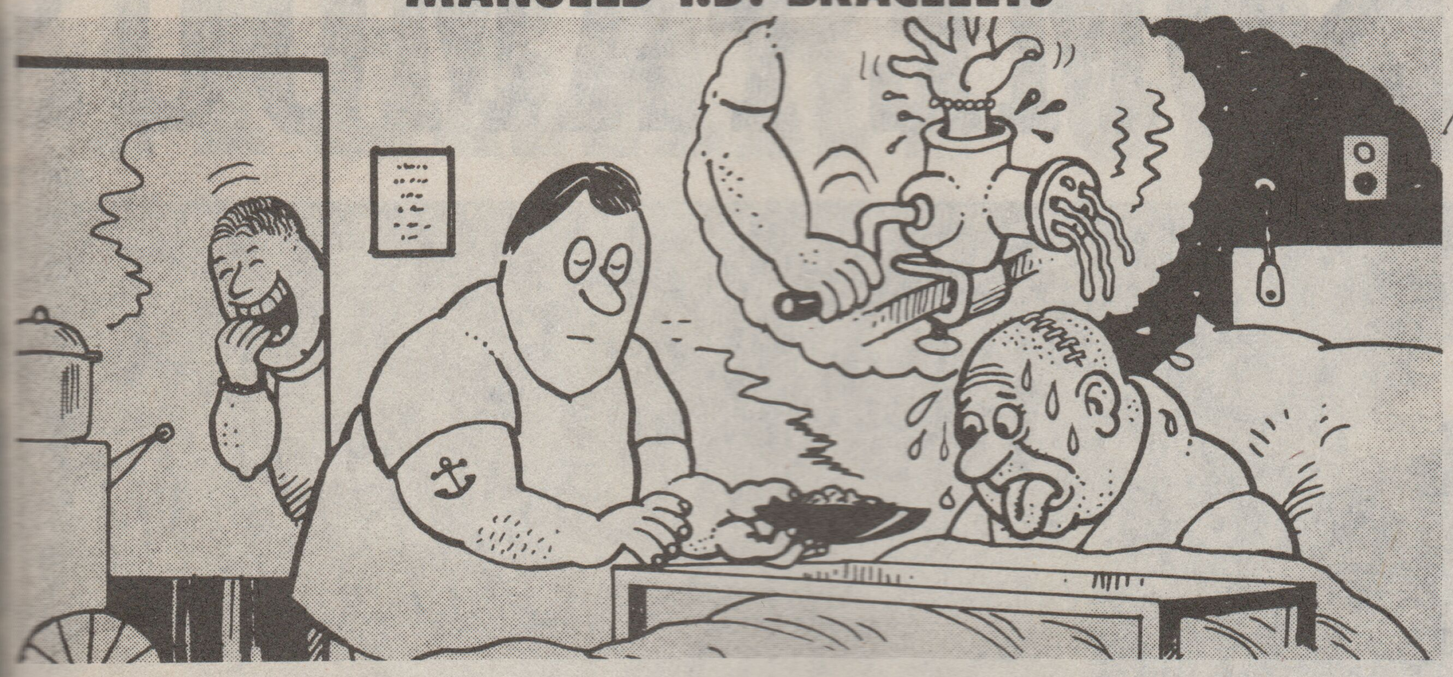
Watch them squint, strain and rub their eyes while you howl with laugh

time for foolishness and no sense of humor. (By the way, what are you doing, reading MAD?!) You can accomplish this impossible task by using the items in

TICAL JOKE OR DOCTORS

WRITER: BEPPE SABATINI

MANGLED I.D. BRACELETS

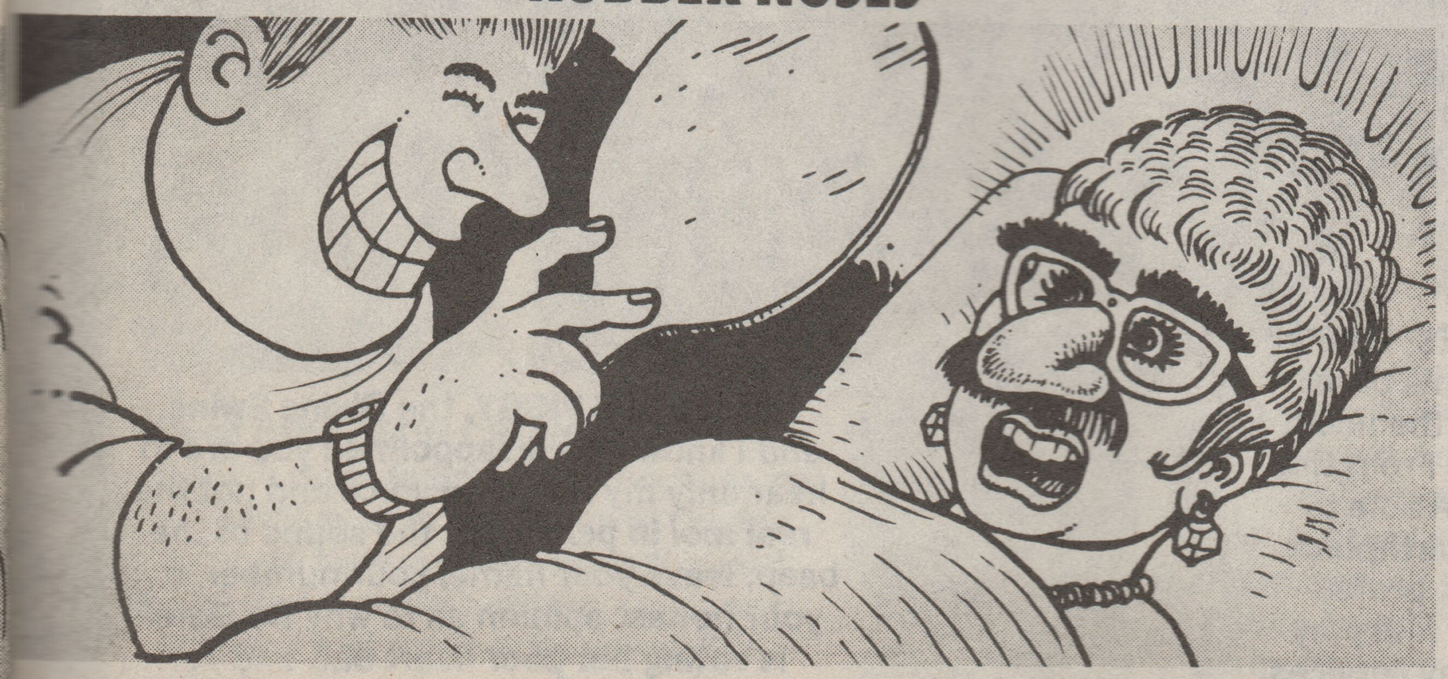


Slip one of these into a patient's plate of hash before the Orderly takes in his tray of hospital food. Yeow! Perfect for your stubborn overweights!

"PLEASE DISROBE" SIGNS

A scream! Put them in your waiting room, your hallway, your lobby—everywhere! Then, switch 'em all on! Your office'll look like a Nudist Colony!

RUBBER NOSES

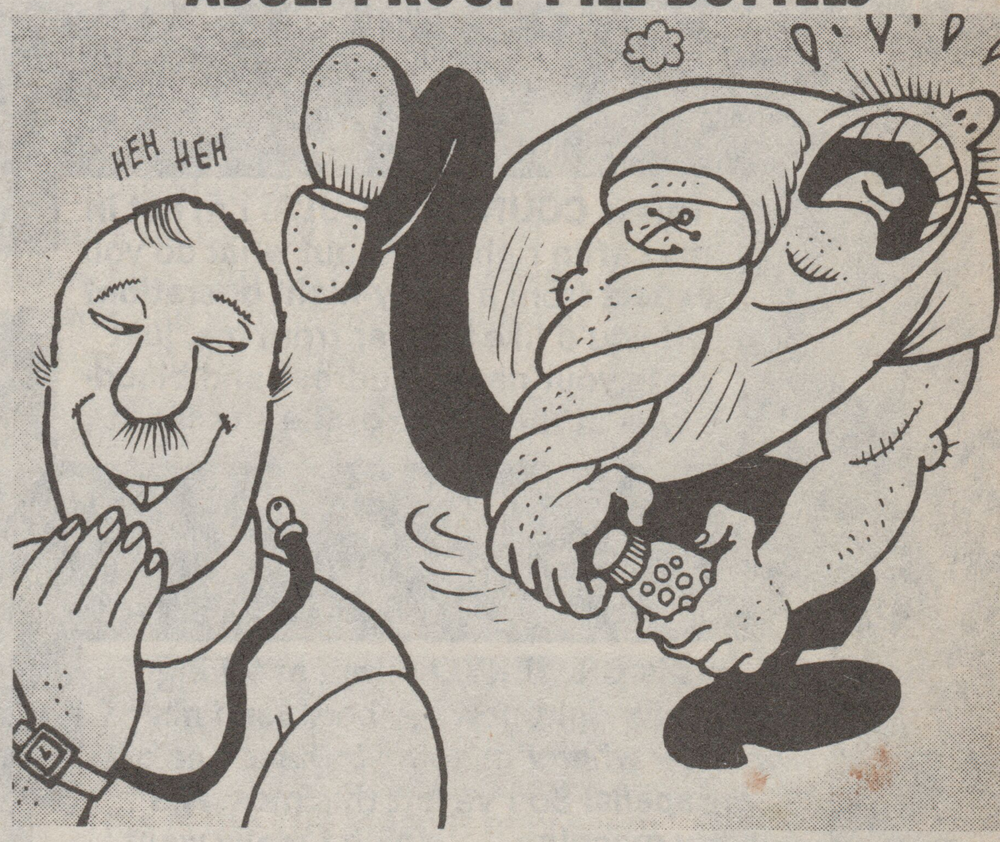


Slip one of these onto your nose job patient before she comes out of the anesthetic! When she does, she'll take one look and go through the roof!

FAKE PRESCRIPTIONS

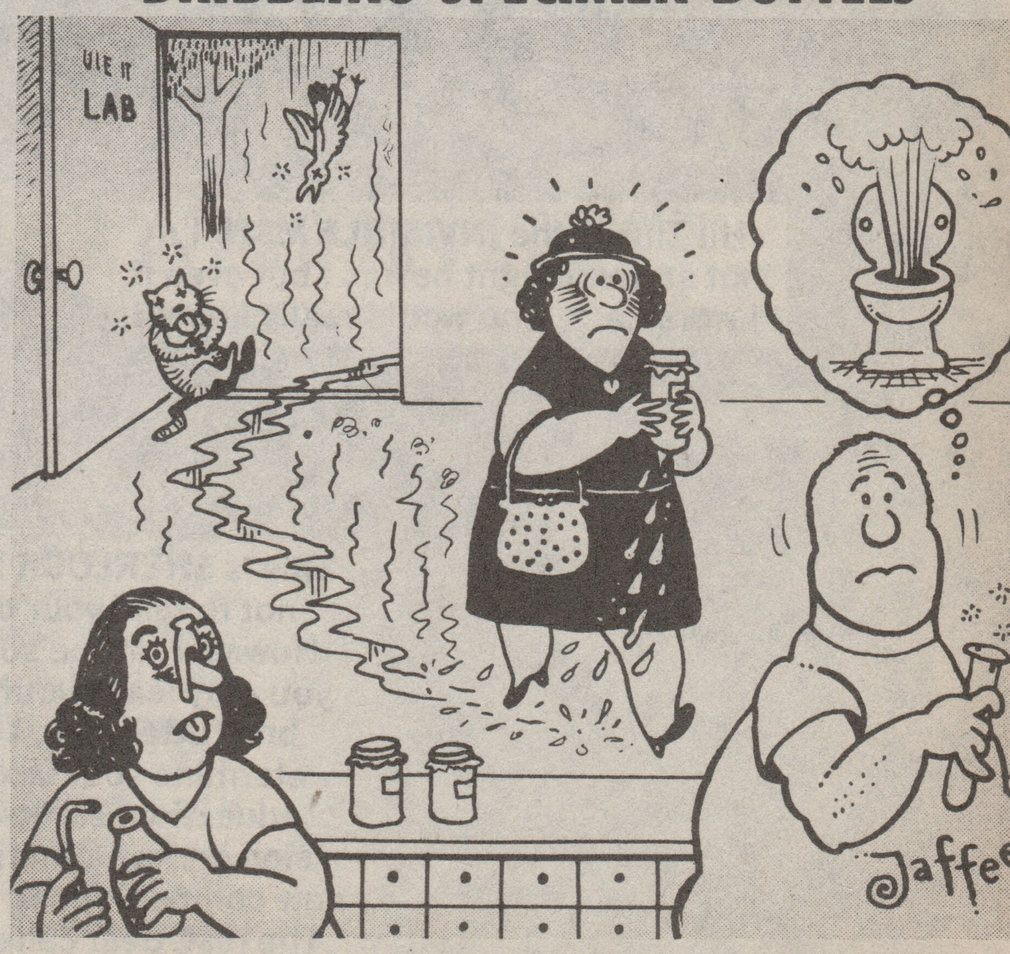
Each one has pre-printed swear words in Latin! Watch 'em get punched out by their Pharmacist!

ADULT-PROOF PILL BOTTLES



Watch as they struggle for hours because these special bottles cannot be opened! Perfect for hypochondriac (and other complaining) patients!

DRIBBLING SPECIMEN BOTTLES



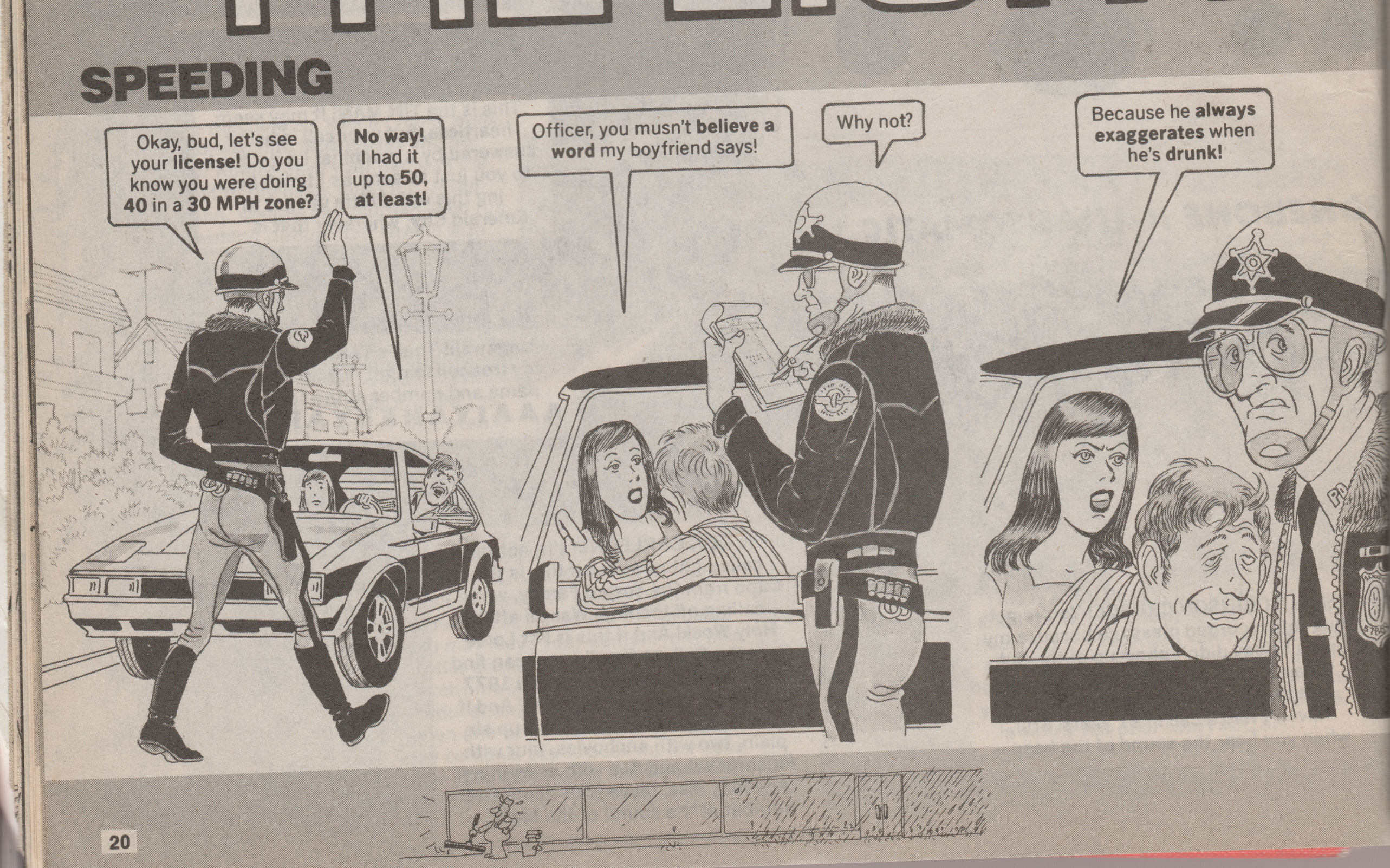
Wait'll they try carrying these into your Lab!

PREDICTABILITY

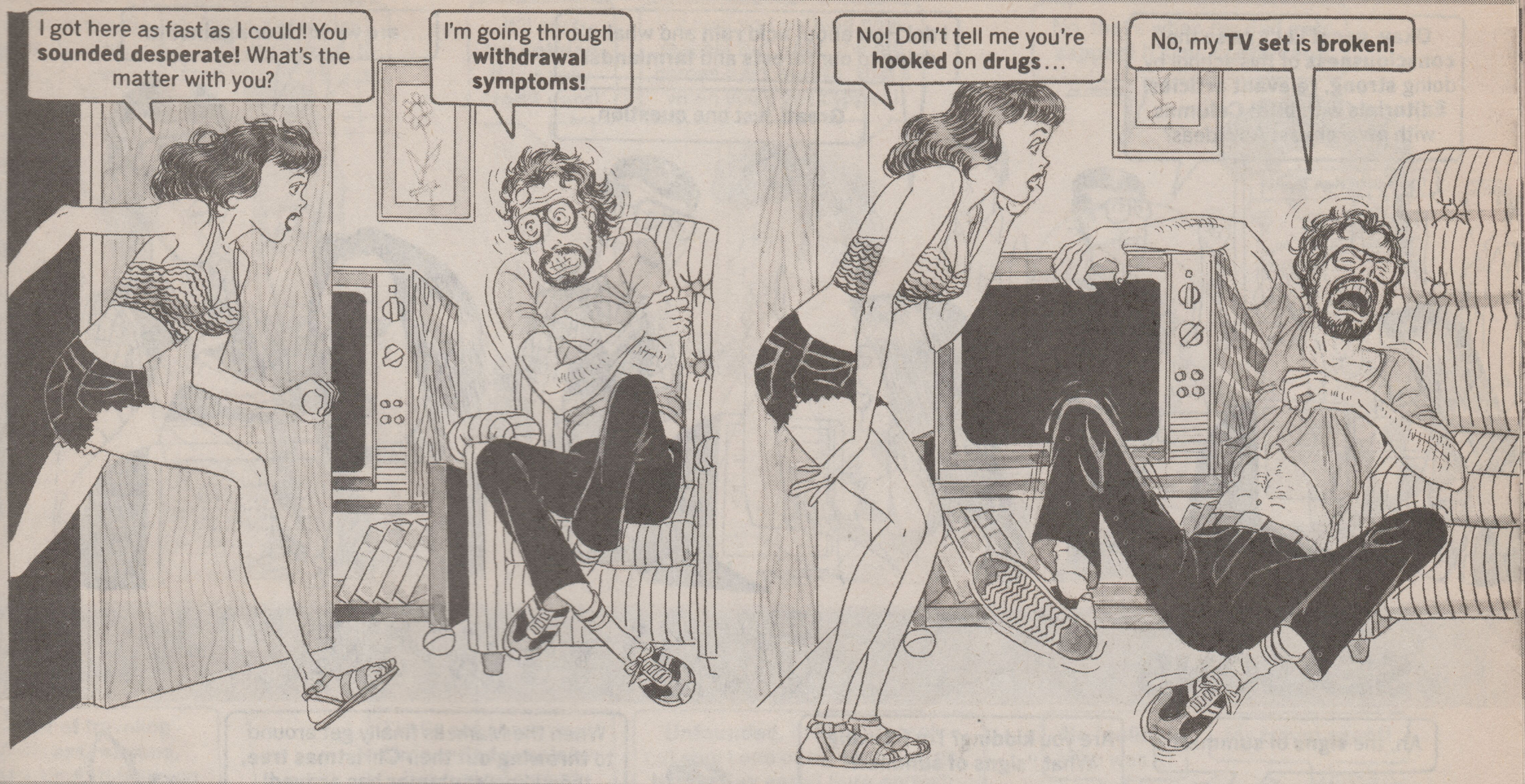
BERG'S-EYE VIEW DEPT.

THE LIGHTE

SPEEDING


Okay, bud, let's see your **license!** Do you know you were doing **40** in a **30 MPH zone?**
No way! I had it up to **50, at least!**
Officer, you musn't **believe a word** my boyfriend says!
Why not?
Because he **always exaggerates** when he's **drunk!**

ADDICTION

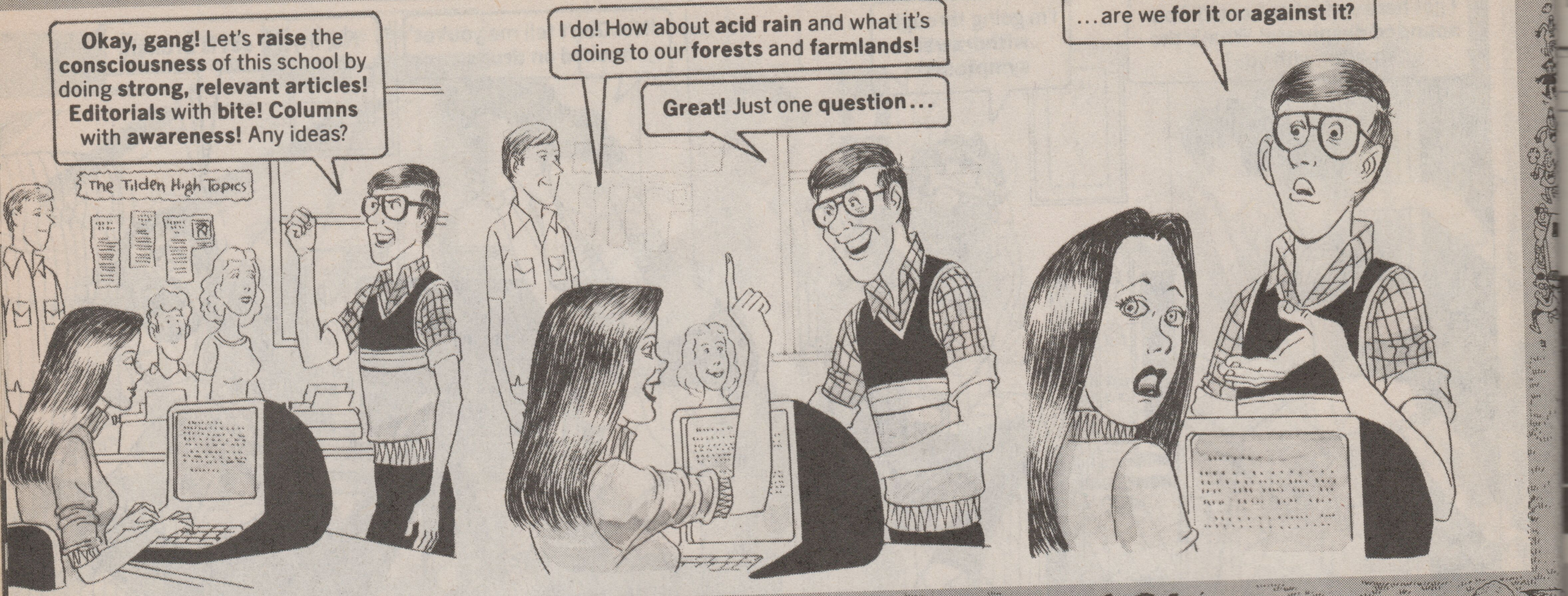

I got here as fast as I could! You **sounded desperate!** What's the matter with you?
I'm going through **withdrawal symptoms!**
No! Don't tell me you're **hooked** on **drugs**...
No, my **TV set** is **broken!**

R SIDE OF...

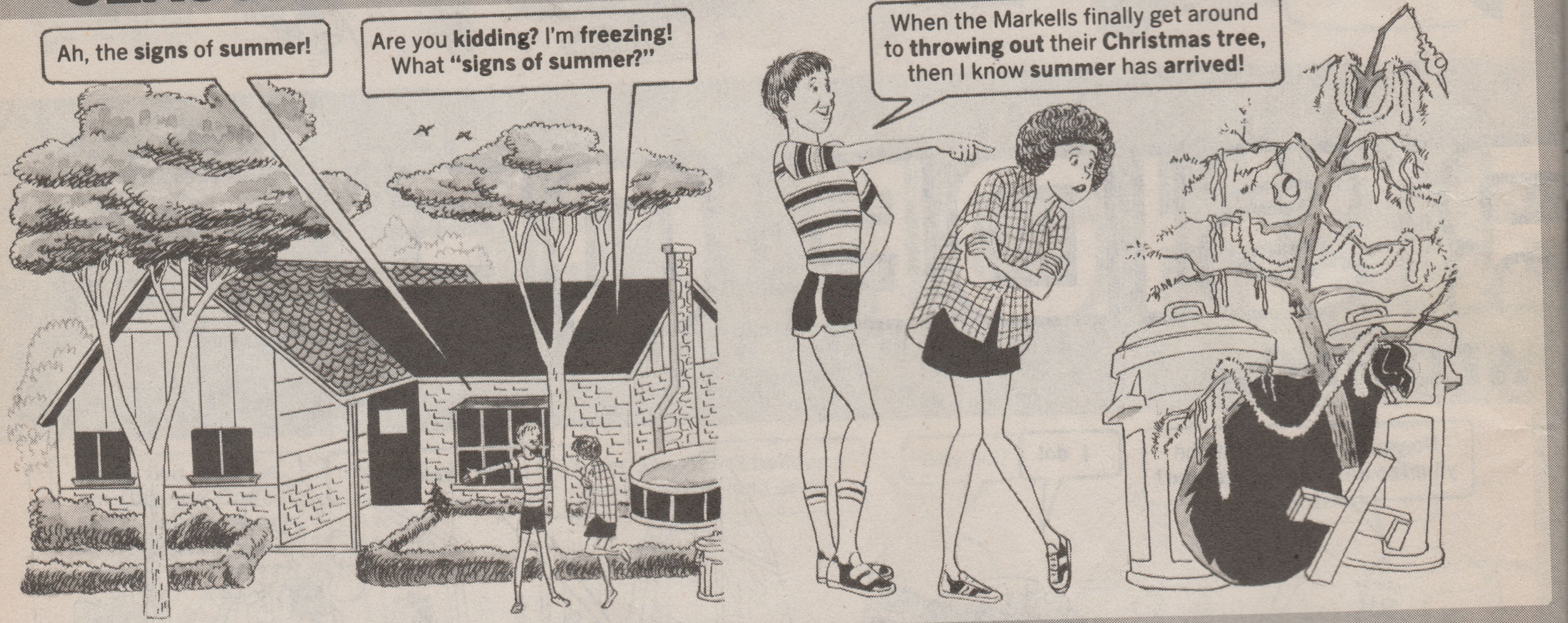
ARTIST & WRITER:
DAVE BERG

WEDDINGS

COMMUNICATION


Okay, gang! Let's raise the consciousness of this school by doing strong, relevant articles! Editorials with bite! Columns with awareness! Any ideas?
The Tilden High Topics
I do! How about acid rain and what it's doing to our forests and farmlands!
Great! Just one question...
...are we for it or against it?

SEASONS


Ah, the signs of summer!
Are you kidding? I'm freezing! What "signs of summer?"
When the Markells finally get around to throwing out their Christmas tree, then I know summer has arrived!

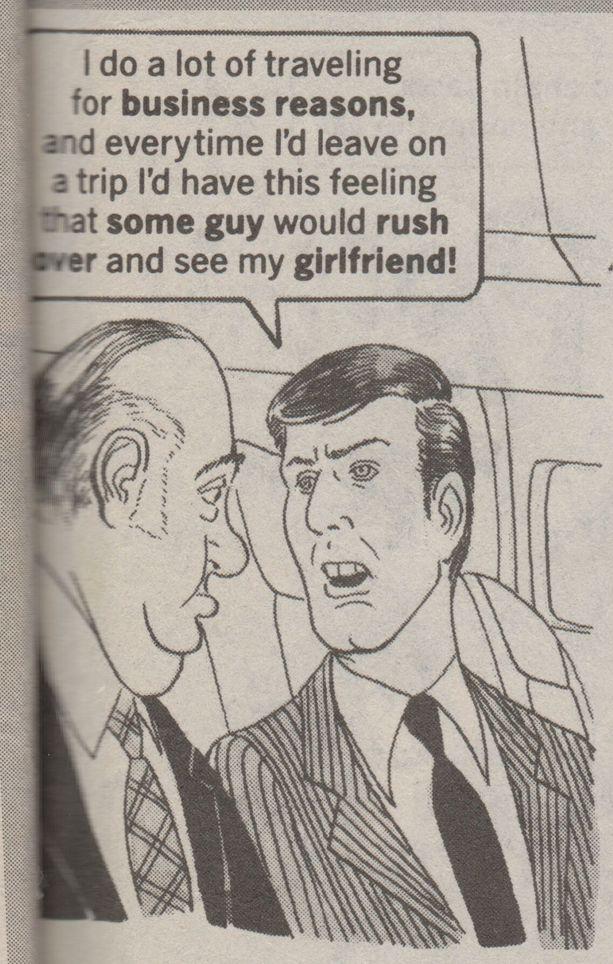
MISHAPS

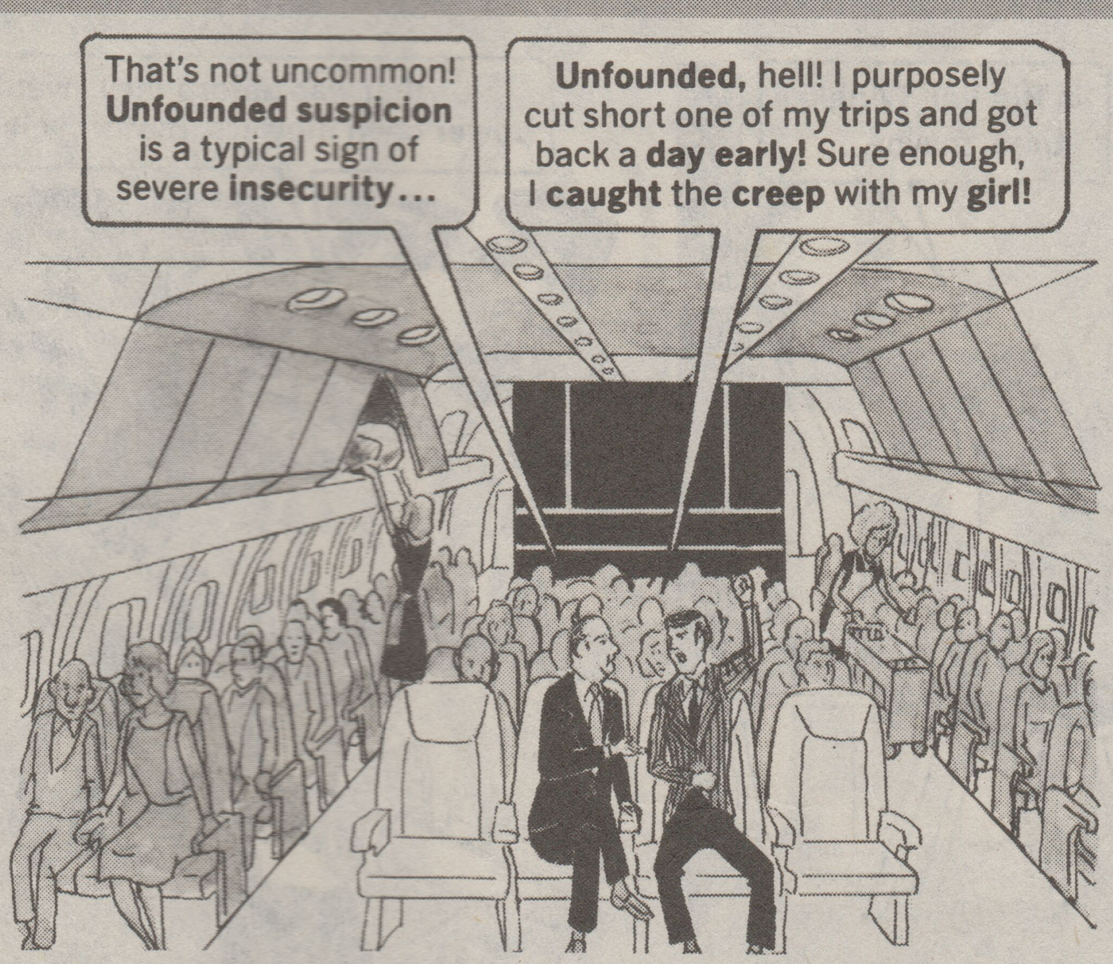
Oh, my gosh! What happened to you?
I had an accident! I was driving down La Palme Avenue...
Skip the minor details and get to what's really important!
Dr. Case said I had multiple contusions and abrasions...
Get to the bottom line already!
What is it you want to know?

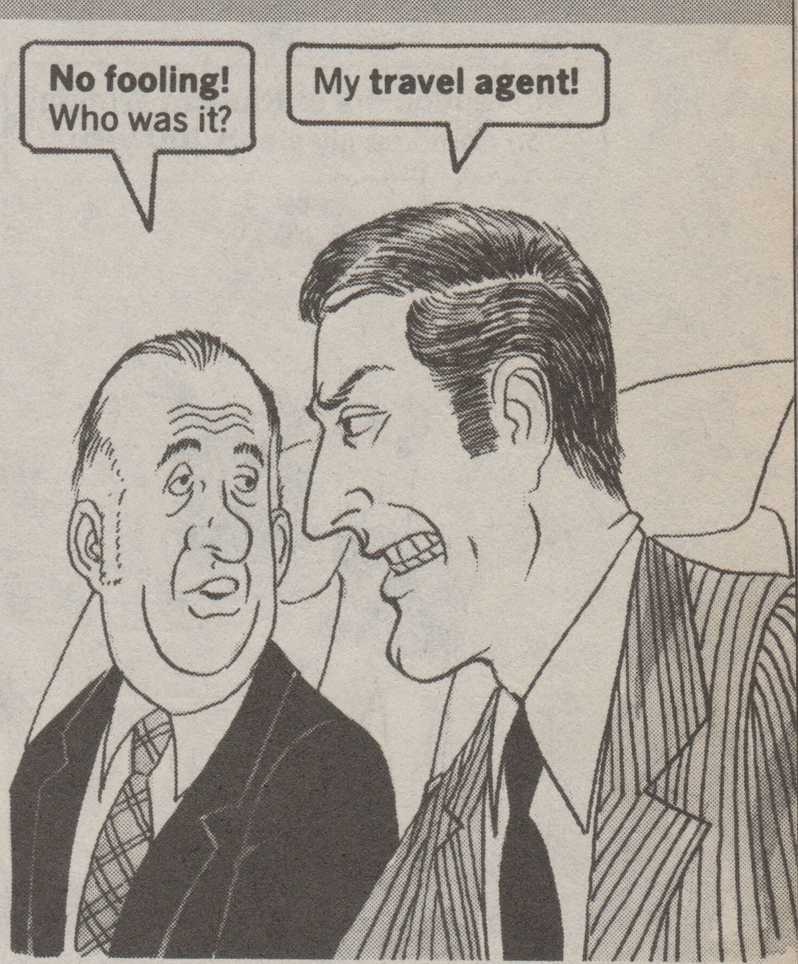
SHOPPING

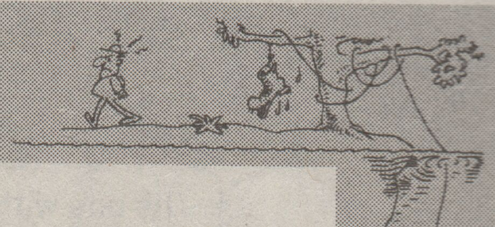
It'll cost me **nothing** if I use my **credit card!**
It'll cost you nothing **now,** maybe! But when the **bill** comes **next month,** that's when you'll get **zapped!**

TRAVEL

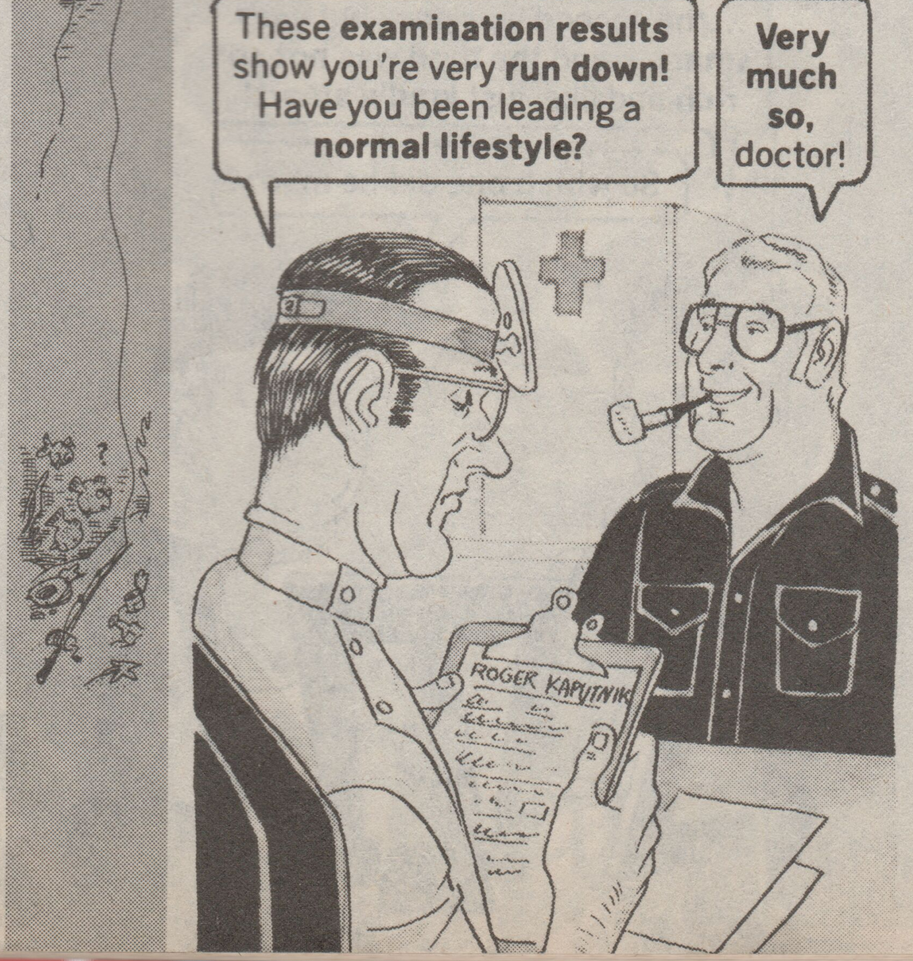

I do a lot of traveling for **business reasons,** and everytime I'd leave on a trip I'd have this feeling that **some guy** would **rush over** and see my **girlfriend!**

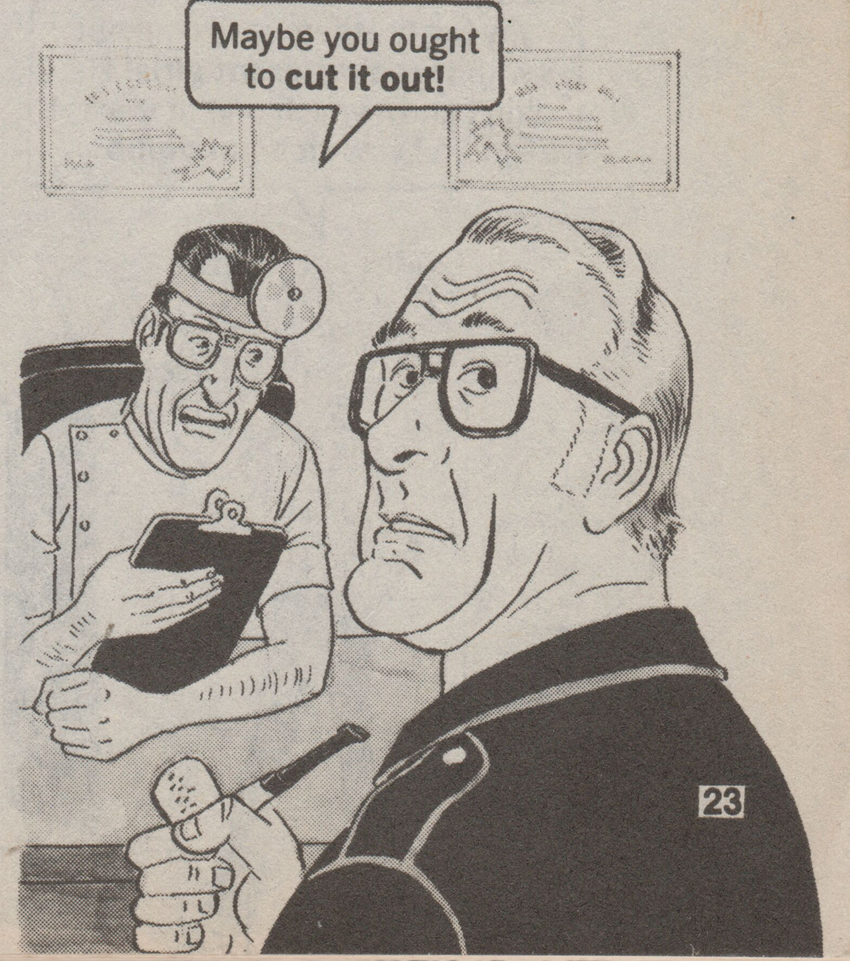

That's not uncommon! **Unfounded suspicion** is a typical sign of severe **insecurity...**
Unfounded, hell! I purposely cut short one of my trips and got back a **day early!** Sure enough, I **caught** the **creep** with my **girl!**





SOCIAL ACTIVITY


These **examination results** show you're very **run down!** Have you been leading a **normal lifestyle?**
Very much so, doctor!
ROGER KAPUTNIK



PERSUASION

SSSS!
Hey, Meg! We're all going down to get a **pizza!** Wanna come?
No way, Jose! I've got a **term paper** I have to turn in by **tomorrow!**
Too bad...
Okay, okay! You **talked me into it!** You sure know how to **twist somebody's arm!**

SLEEP

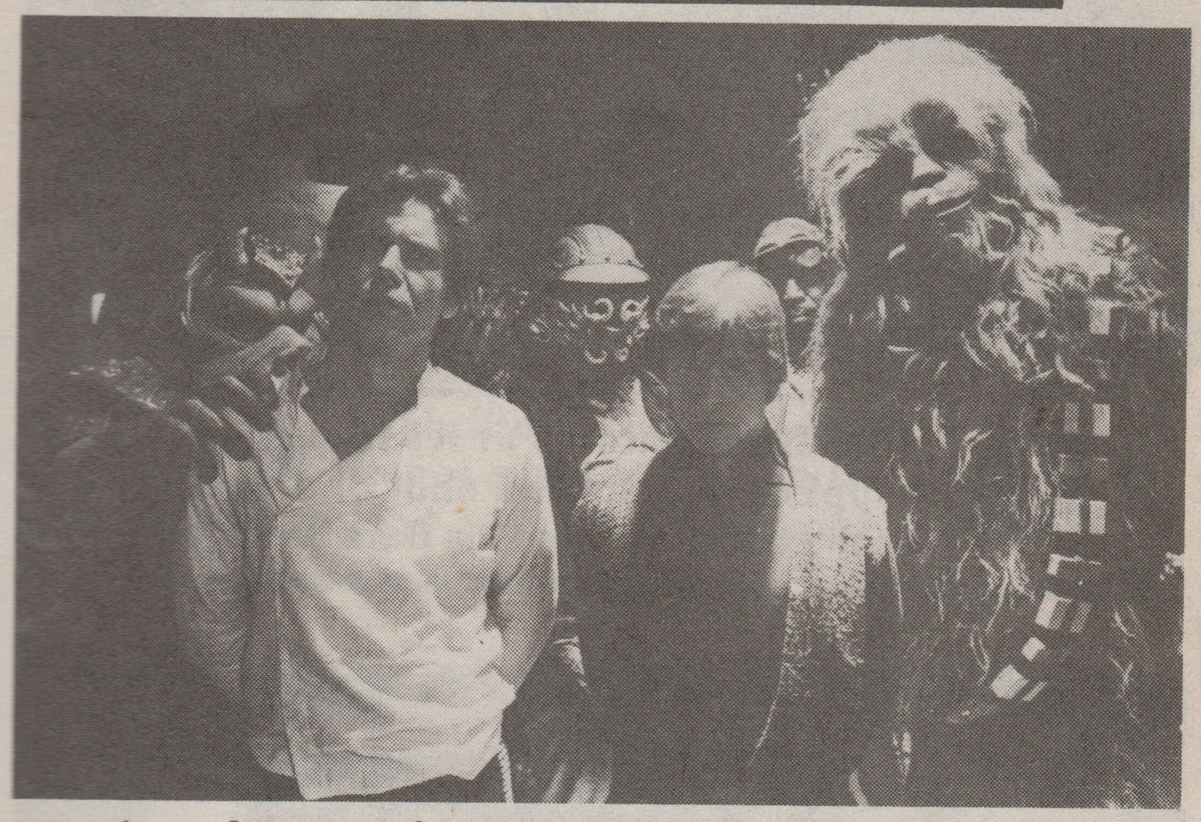
CHOICES

Back in the mid-1960's, the Motion Picture Association of America came up with its "Code and Rating System" to let moviegoers know ahead of time just what kind of film they were wasting their money on. They came up with four different ratings:

G General Audiences
All ages admitted.

...A goody-goody stamp of approval. No producer wants his film to get this. It guarantees box office failure!

PG Parental Guidance Suggested. Some material may not be suitable for all pre-teenagers.



...An indication of some semi-strong language and hints of sex that only Rev. Jerry Falwell would find offensive.

R Restricted. No one under 17 will be admitted without parent or legal guardian.

...We're into the "adult" area. This rating means a film contains two of America's favorites—sex and violence!

X No under under 17 will be admitted.

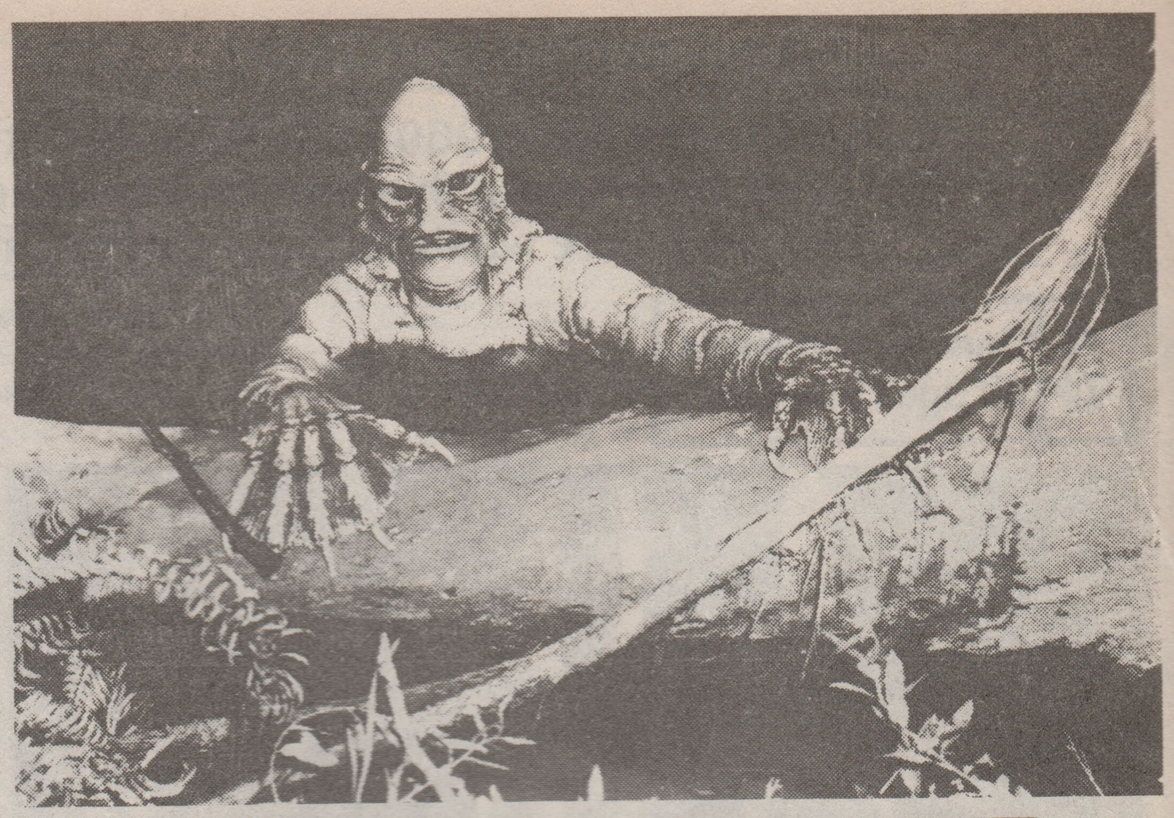
...Hard-core pornography here. Sex, sex and more sex!! Watch out for guys with raincoats if you go to this one!

But, like most things in life, this system never really lived up to its expectations. It's too vague and really doesn't tell the moviegoer all he wants or needs to know. Funny enough, that's where this article comes in. Want the *real* low down on what's playing at your local theatre? Then ask the theatre manager to adopt...

THE MAD MOVIE RATING SYSTEM

WRITER: JOHN FICARRA IDEA BY: BILLY DOHERTY

BB This film contains at least one eye-popping, full frontal shot of a well-known actress's fabulous Bare Breasts.



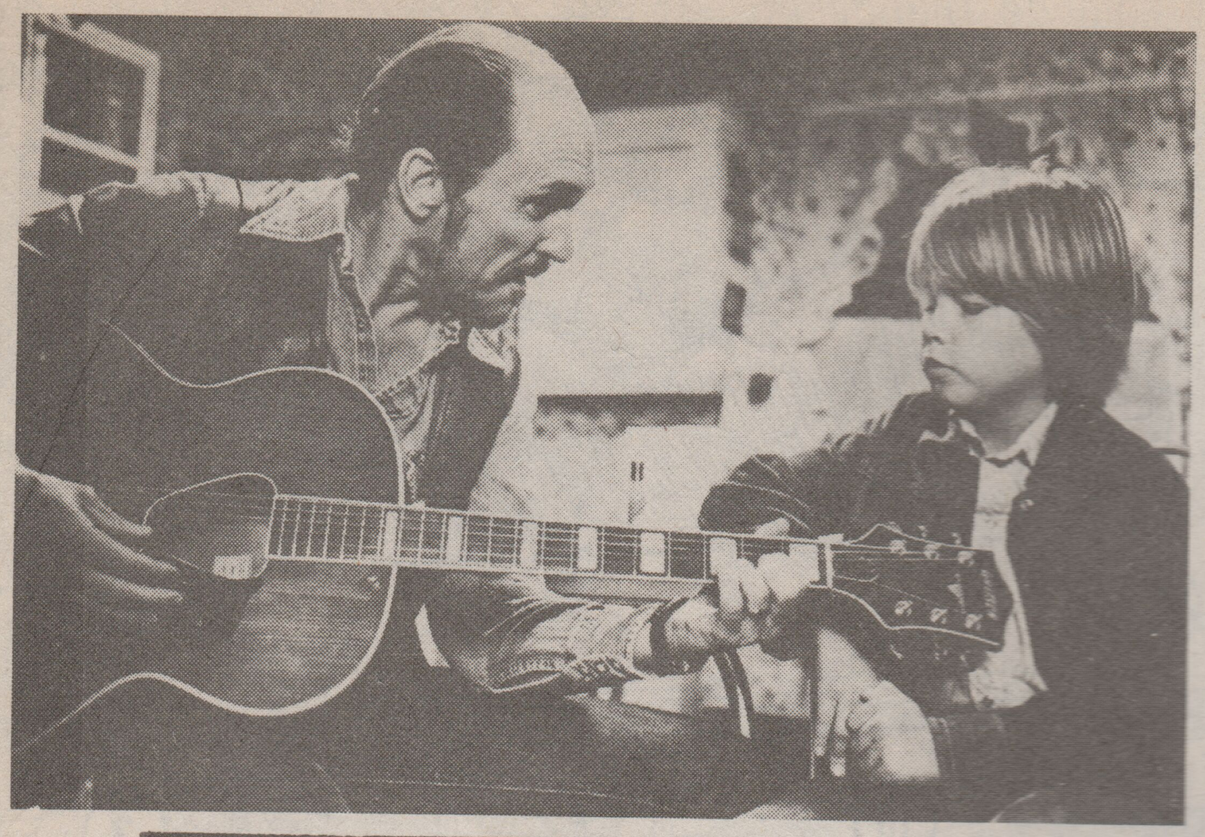
SH You will develop a Splitting Headache about 10 minutes into this film from wearing the cheap 3-D glasses.

FD Good First Date movie. Sexy, but not so dirty that your date will think that sex is all you think about, even though it really is!

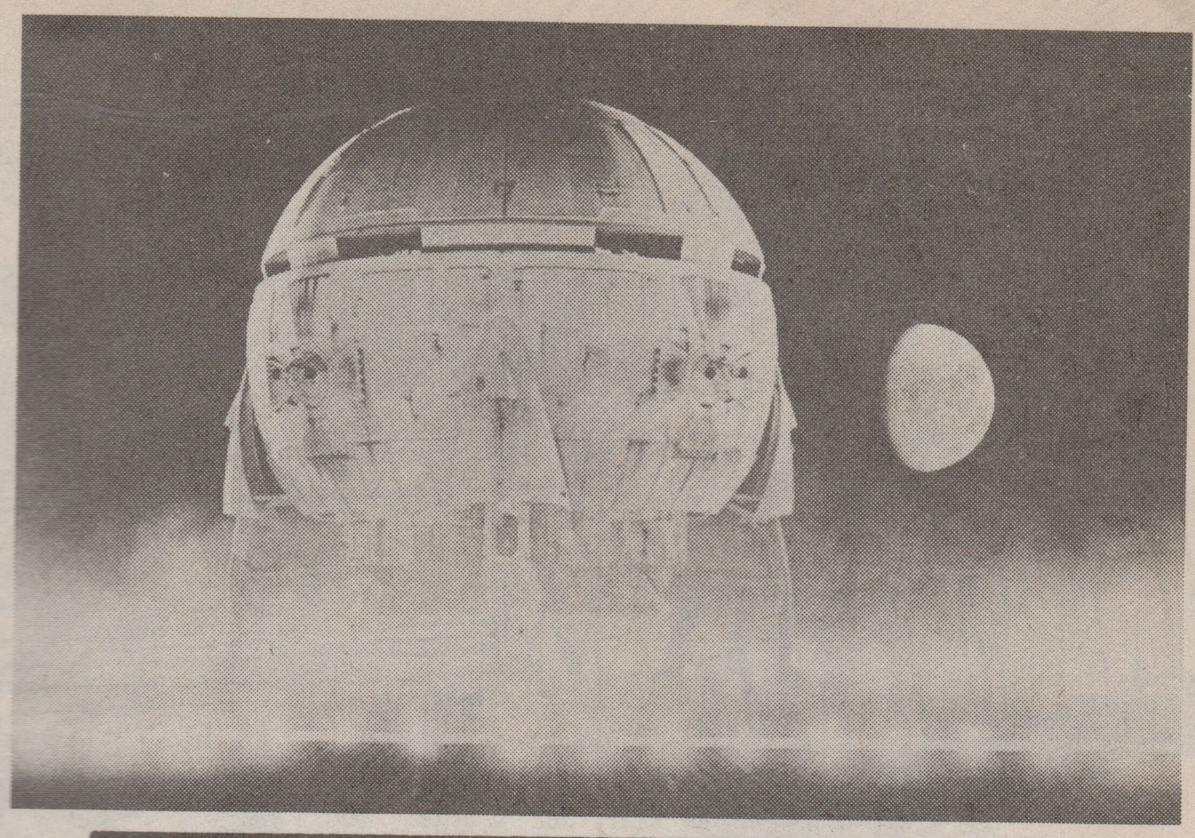
DS Good Dolby Sound but not much else. If your local theatre has a cheesy sound system from the Eisenhower Administration, don't waste your time.

RO This film is a lousy, lewd ripoff of Porky's, equally lousy and lewd.

NS Attention horny teenage boys! Do not be misled by this film's "R" rating. The "R" was given for violence and language, Not Sex scenes.



OK An OK film, but not worth $5 admission. Wait for it to come on cable and spend the $5 on a large pizza.



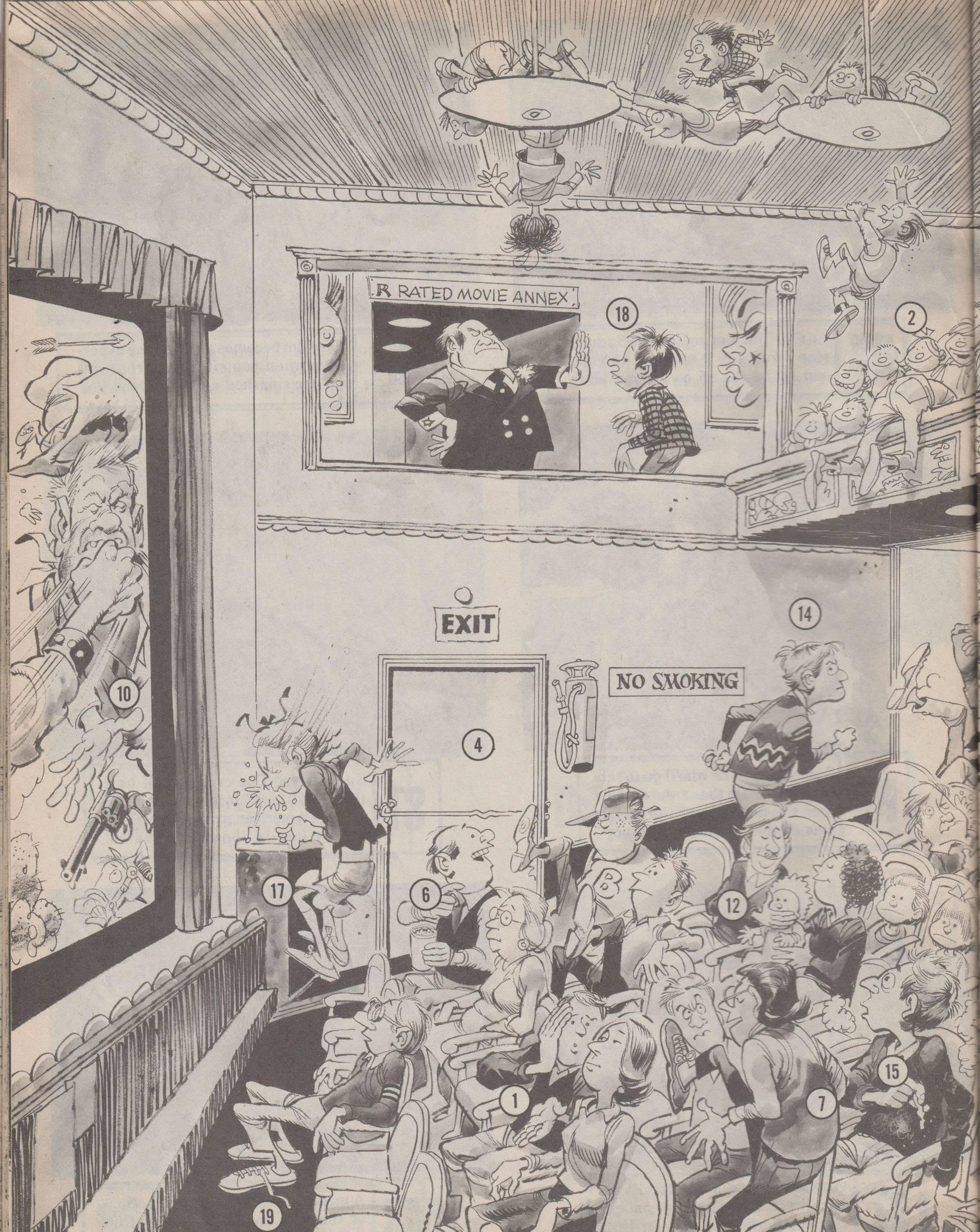
GP This film becomes an awesome experience when you sit in the front row and are smashed on some Good Pot

PB The only morons who'll go to this "el bombo" are those who drooled over the nude pix of the female star of this movie in "Playboy".

ST Sub-Titles. The critics will hail this "brilliant" foreign film. The average American moviegoer will be totally lost in about 10 minutes.

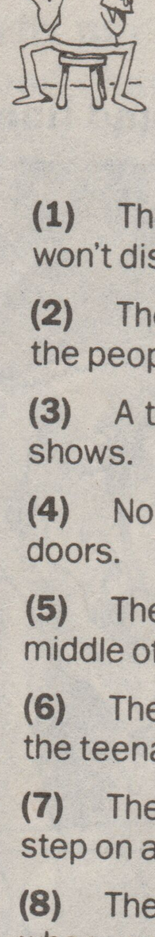
ZZ Another pseudo-intellectual American director pays boring homage to the very boring Bergman or Fellini. You'll fall asleep in your popcorn.

MS A mediocre MAD satire will be done on this film around 18 months from now, long after it's all played out.


R RATED MOVIE ANNEX
EXIT
NO SMOKING
B
1
2
4
6
7
10
12
14
15
17
18
19

ERR APPARENT DEPT.

HOW MANY MISTAKES CAN YOU FIND IN THIS PICTURE OF A MOVIE THEATER?



ANSWERS

(1) The guy who's talking to his friend is whispering so he won't disturb others.

(2) The kids in the balcony are not throwing Raisinettes at the people below.

(3) A theater employee actually swept the aisles between shows.

(4) No one is sneaking into the theater through the Fire Exit doors.

(5) The teenager stopped playing "Donkey Kong" in the middle of a game because the movie was about to start.

(6) The middle aged couple actually found the nerve to ask the teenagers behind them to stop kicking their seats.

(7) The man entering the aisle, who's being careful not to step on anyone's feet, really isn't stepping on anyone's feet.

(8) The guy is thinking about the movie's plot, and not about when and how to make a pass at his date.

(9) There are no knife slashes in the seats.

(10) The movie that's being shown does not contain one car-chase scene.

(11) The projectionist noticed that the movie is out of focus, and he's fixing it.

(12) The crying baby is being quieted by its considerate parents.

(13) A candy bar at the concession stand costs less than the price of a ticket.

(14) The teenager is walking out in the middle of the movie because it contains too much violence.

(15) The man is extinguishing his cigarette after seeing the "No Smoking" notice.

(16) There are organized single-file lines at the concession stand.

(17) The water fountain works.

(18) A teenager is being refused admittance to the "R" movie because he's underage.

(19) The floors are not sticky from spilled sodas, discarded candy and God knows.

(20) An usher is helping someone find a seat.

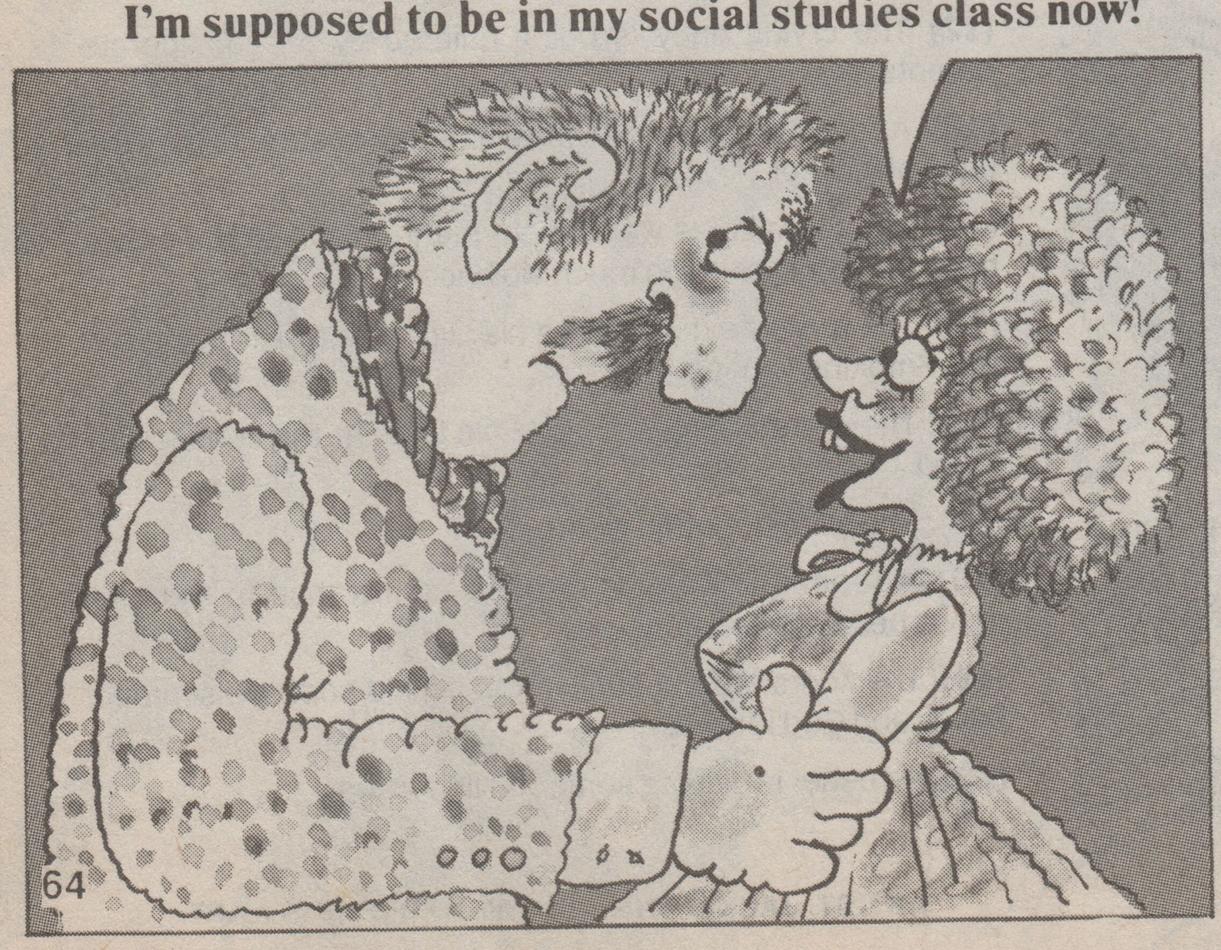
ARTIST: JACK DAVIS **WRITER: CHRIS HART**

HOW TO END DAINLE

I know holds that can paralyze a 200 pound linebacker!

Have you ever been to a baby lamb slaughter house? It's brutal!

I gotta get outta here! There's my truant officer and I'm supposed to be in my social studies class now!



Let's walk past the Post Office, I'd like to see if my picture is still hanging!

A DATE WITH ESLY

Oops! Nine-thirty! Time to call my parole officer!

ARTIST AND WRITER: PAUL PETER PORGES

It's a mysterious rash that has medical science baffled!

Why pay top dollar for tickets when we stand a good chance of sneaking into this concert free!

I ordered live snails for two!

Can you cash my unemployment check?

THE OL' CELL GAME DEPT.

Today's streets are filled with people carrying radios, TVs, calculators, and computers. Soon they will also be filled with something else—Dead Batteries! With that in mind, here's

NEW USES

Chess Pieces

KING — 9 Volt Battery

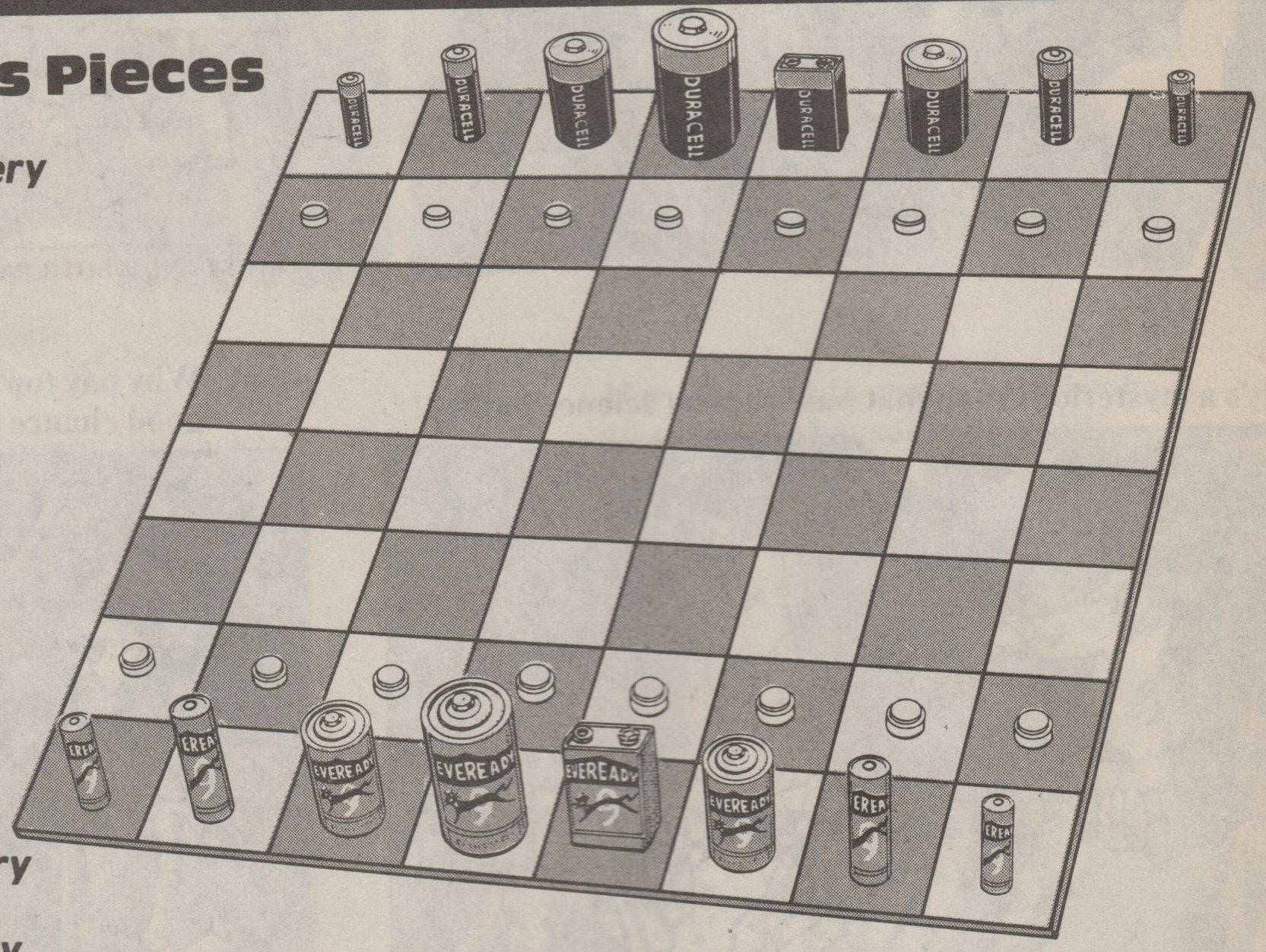
QUEEN — D Battery

BISHOP — C Battery

KNIGHT — AA Battery

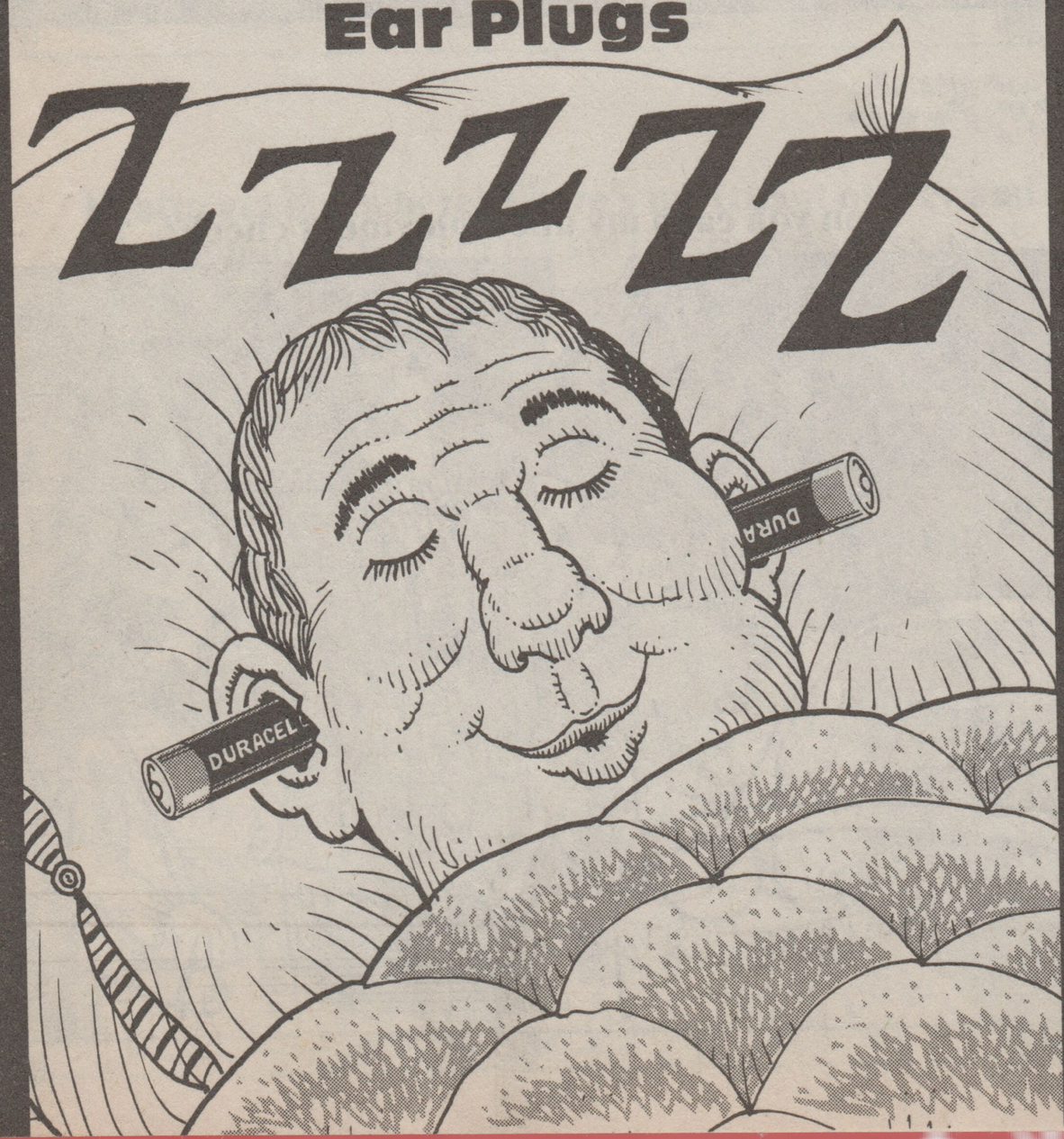
ROOK — AAA Battery

PAWN — Disc Battery

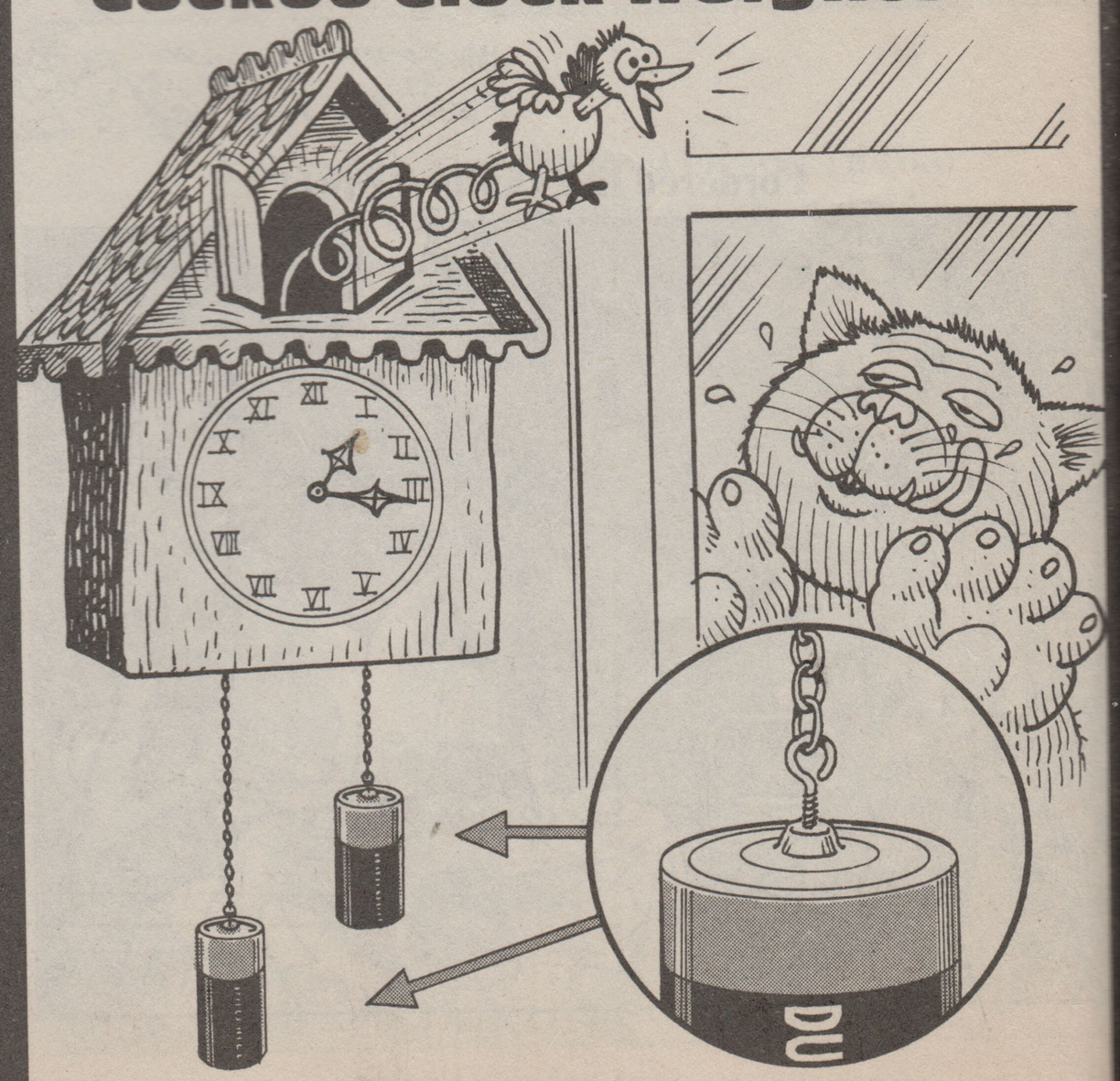


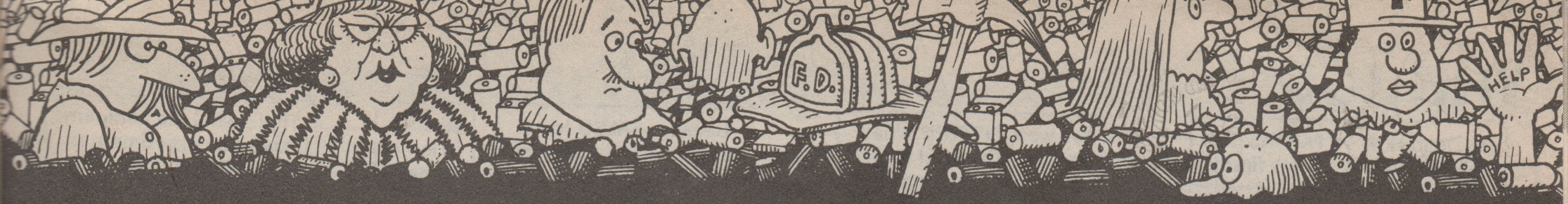
ARTIST & WRITER: AL JAFFEE

Ear Plugs



Cuckoo Clock Weights

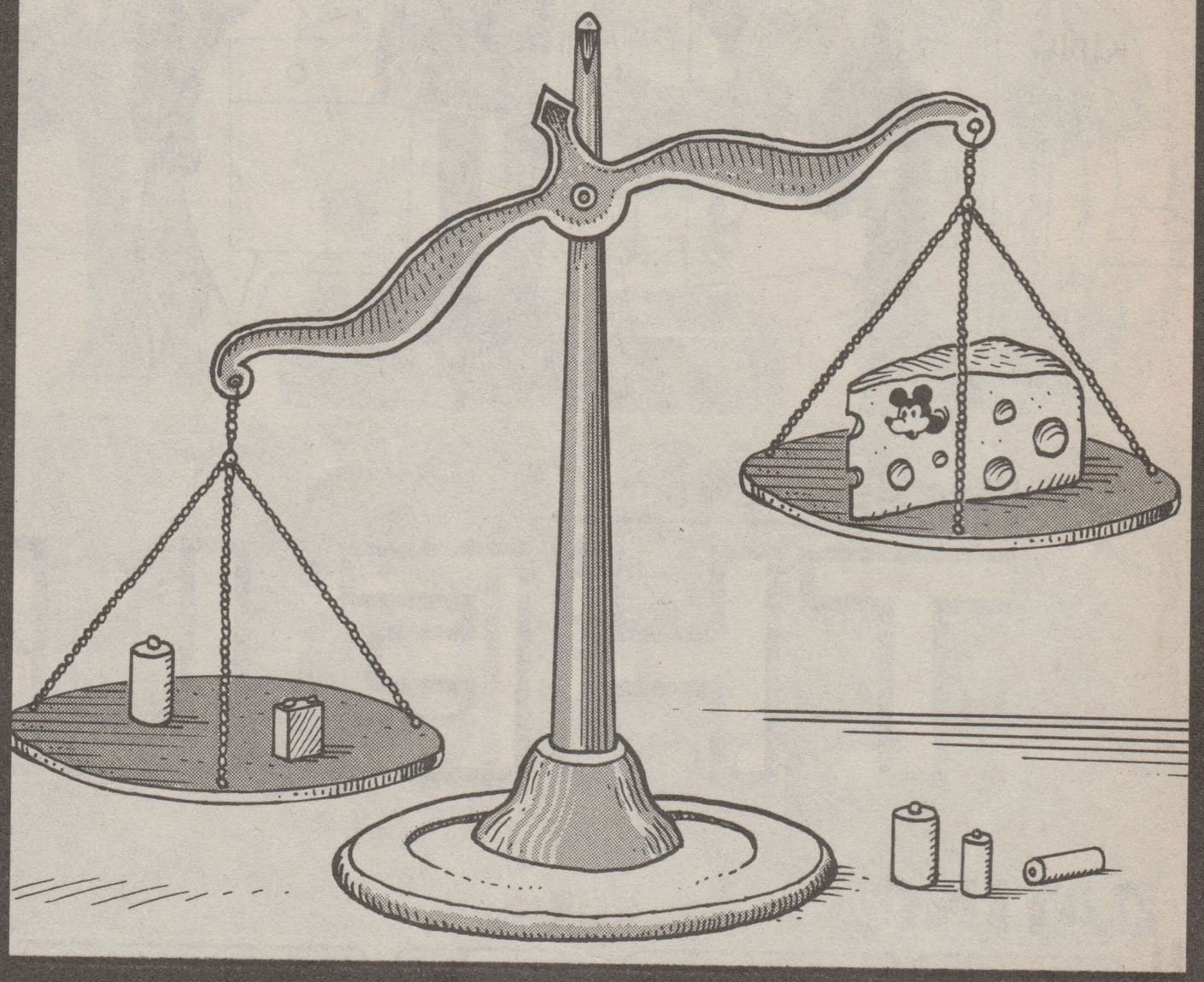




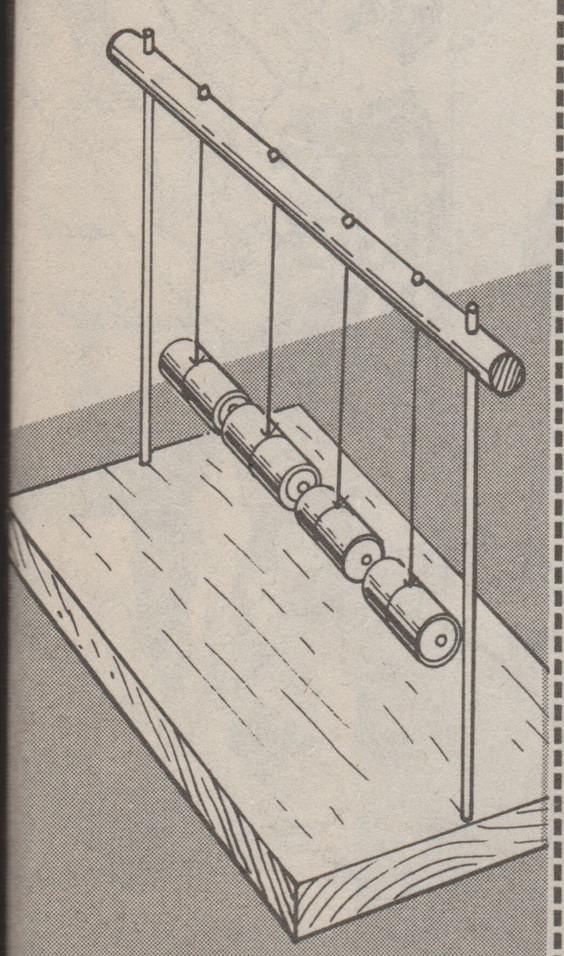
FOR OLD BATTERIES

Hair Curlers

Scale Weights



Executive Desk Toy



Jaffee

THE JOB

HI, Dear! How was your day?
FANTASTIC!! I was fired!!
You were FIRED?!? What's so fantastic about that??
Because I ALSO found out I'm worth a quarter of a million bucks!!
Really? How come??
That's what the company spent on the computer that's REPLACING me!!

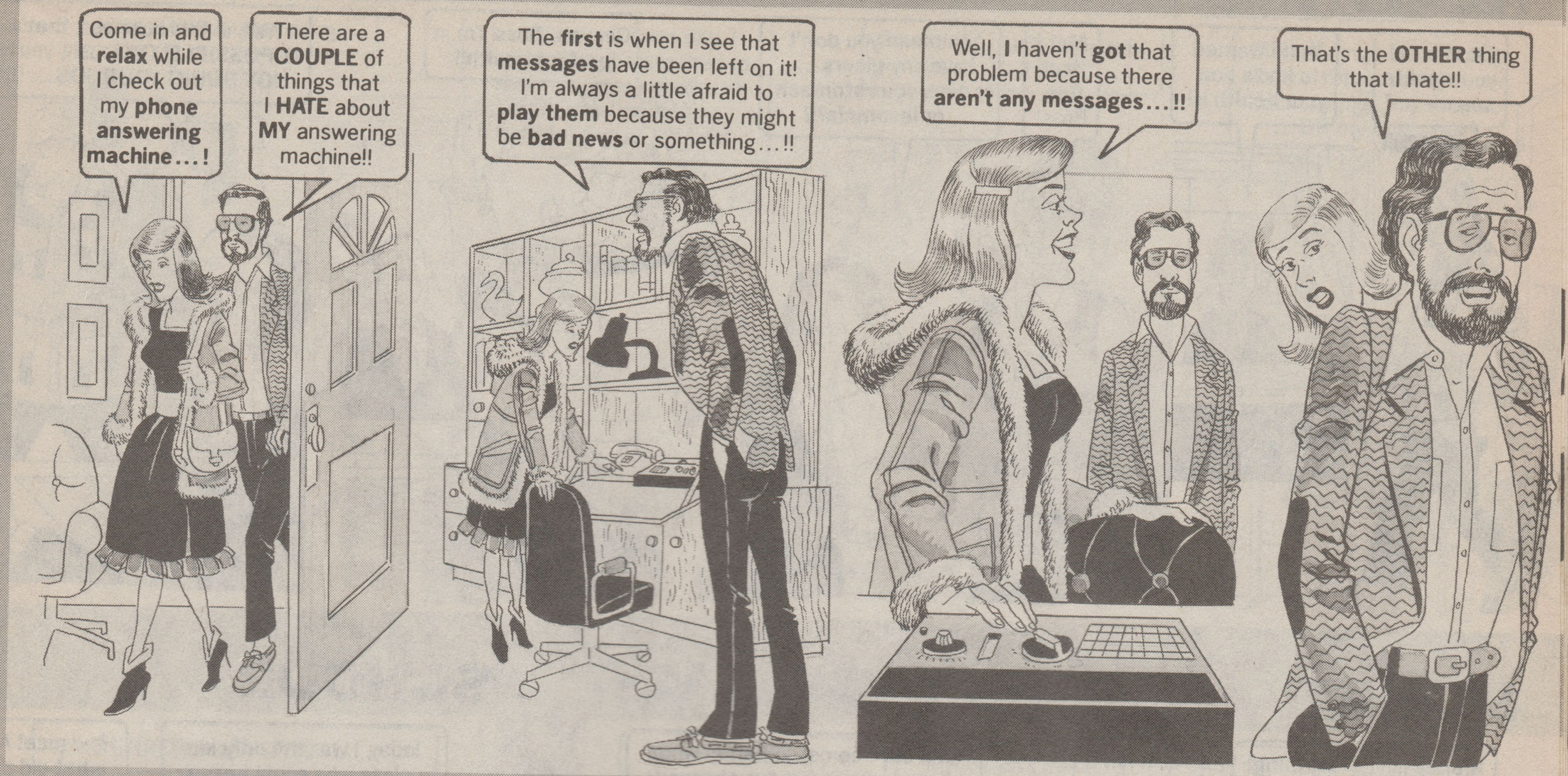
BERG'S-EYE VIEW DEPT.

THE LIGHTE

DATING

Uh—I'm Rick Stoned, your Daughter's date...
She's not ready yet! Come in, and let's chat while we're waiting!
So tell me ...what do you do for a living?
To tell you the truth ...at the moment, I'm UNEMPLOYED! The fact is, I'm FLAT BROKE!
Son, let me give you some wise advice: "Poverty is absolutely nothing to be ashamed of...!!
I'm glad you feel that way!
Just forget about taking out MY daughter!

ANSWERING MACHINES


Come in and **relax** while I check out my **phone answering machine...!**
There are a **COUPLE** of things that I **HATE** about **MY** answering machine!!
The **first** is when I see that **messages** have been left on it! I'm always a little afraid to **play them** because they might be **bad news** or something...!!
Well, **I** haven't **got** that problem because there **aren't any messages...!!**
That's the **OTHER** thing that I hate!!

R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SECRETS

***Shhhhhh!* Please,** Sis! **Whatever** you do... **don't** tell Mom what **time** I came **home!**
Not to **worry!!** You can **count** on **me!!**
Home Sweet Home
...And at **what hour** did your Brother **get home** last night...??
Gee! I **didn't notice!**
I was **too busy** making my **BREAKFAST** at the time!!

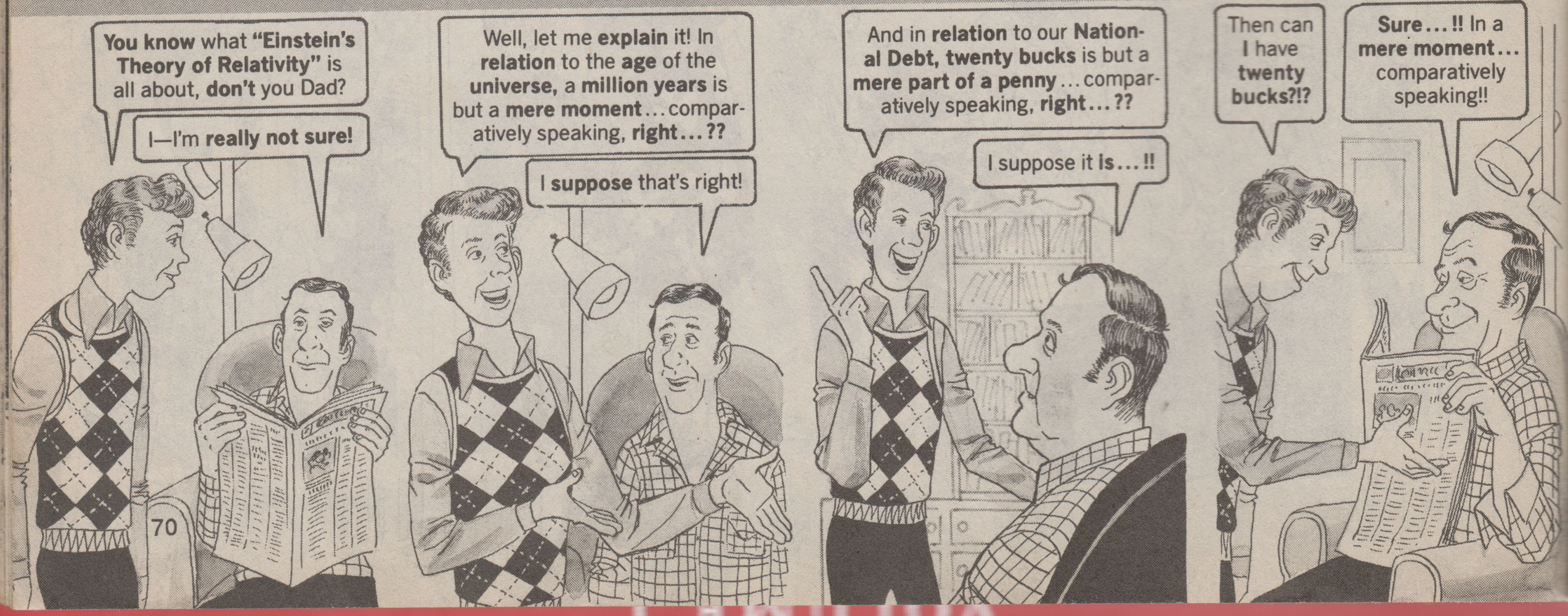
HEALTH

Boss... did you want to see me...?
Yes! I wanted to know how your health is!
Me? I feel fine, Boss!
You mean you don't have any ulcers... or a nervous stomach ...or insomnia?!?
Gee, no, Boss! I'm in perfect health!!
Well, in this business, that's IMPOSSIBLE! Obviously, you're NOT DOING YOUR JOB...!!!

MONEY

SCHOOL

RELATIVITY


You know what "Einstein's Theory of Relativity" is all about, don't you Dad?
I—I'm really not sure!
Well, let me explain it! In relation to the age of the universe, a million years is but a mere moment... comparatively speaking, right...??
I suppose that's right!
And in relation to our National Debt, twenty bucks is but a mere part of a penny... comparatively speaking, right...??
I suppose it is...!!
Then can I have twenty bucks?!?
Sure...!! In a mere moment... comparatively speaking!!

COMFORT

I know this sounds corny...
...but after a hard day, I love nothing better than to relax in my easy chair with my pipe, my slippers and my faithful dog at my side!
Sounds perfect!
Unfortunately, it ISN'T...!
That damned faithful dog of mine refuses to give me back my pipe, my slippers ...OR my easy chair!
GRRRR

DOCTORS

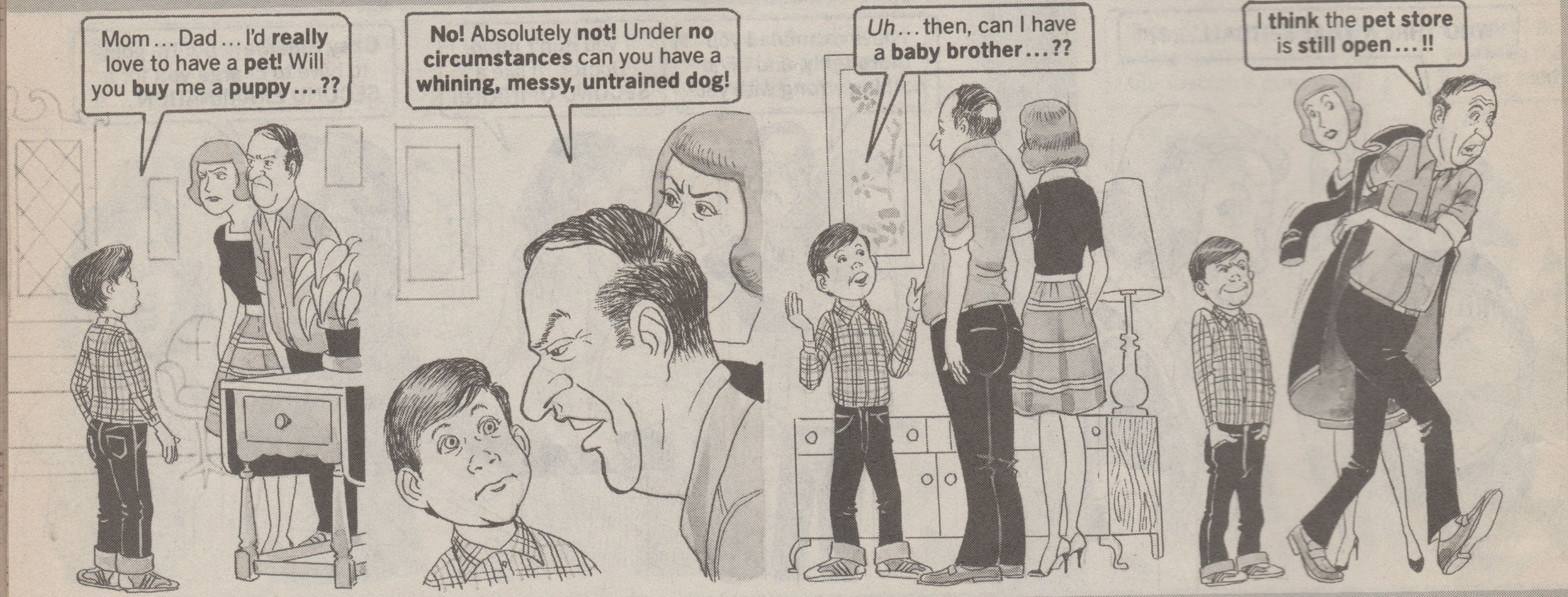
"WHO THREW THAT SPITBALL...??"
I have examined you thoroughly, and I find nothing wrong with you!
If you don't mind, Doctor, I'd like a SECOND OPINION!!
Okay with me... but I'm going to have to charge you for a SECOND EXAMINATION...!!

RESTAURANTS

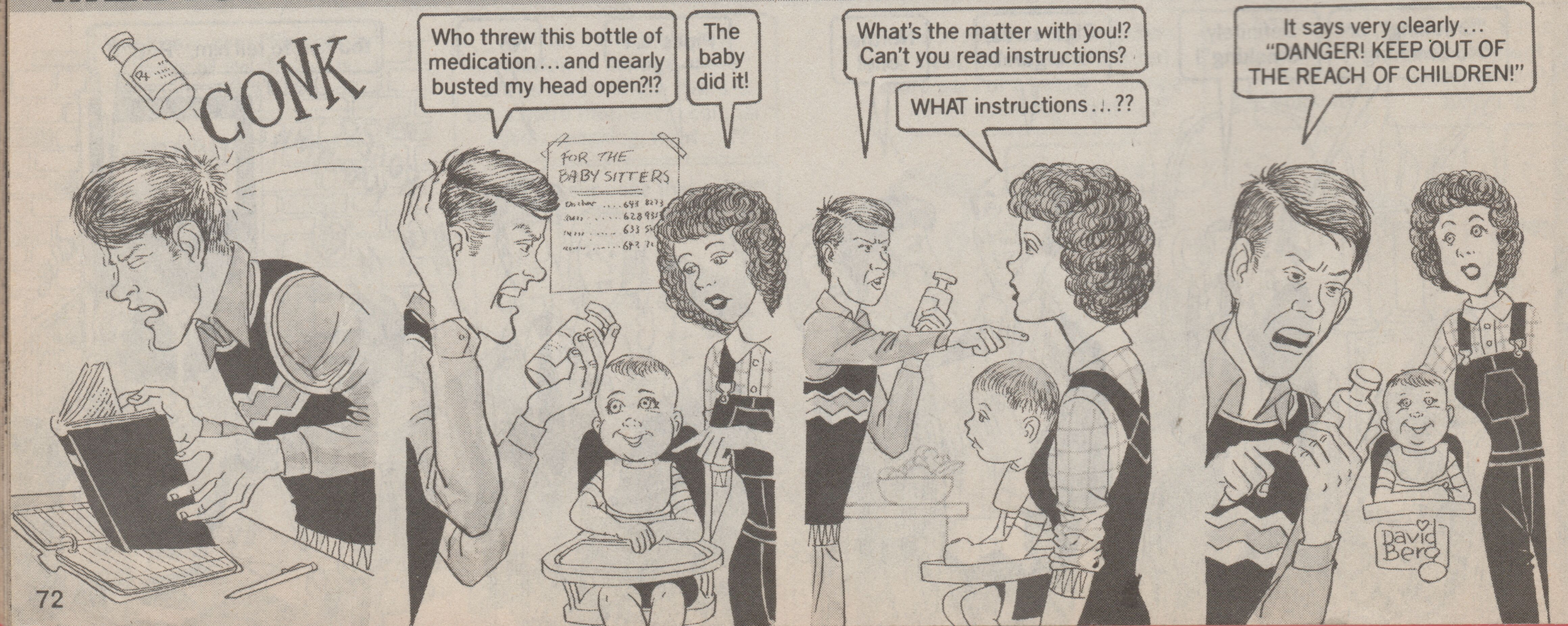
MARRIAGE

I'm getting a **divorce!!**
Oh, **no...!!** But... **why??**
That **boorish, idiot Husband** of mine has taken all of the **ROMANCE** out of our marriage!
My goodness! What did he **do?**
He had an **argument** with his **best friend...** and he told him that's he's **not welcome** in our **home** any more!!

PETS


Mom... Dad... I'd **really** love to have a **pet!** Will you **buy** me a **puppy...??**
No! Absolutely **not!** Under **no circumstances** can you have a **whining, messy, untrained dog!**
Uh... then, can I have a **baby brother...??**
I **think** the **pet store** is **still open...!!**

MEDICATIONS


CONK
Who threw this bottle of medication... and nearly busted my head open?!?
The baby did it!
FOR THE BABY SITTERS
What's the matter with you!? Can't you read instructions?
WHAT instructions...??
It says very clearly... "DANGER! KEEP OUT OF THE REACH OF CHILDREN!"
David Berg

WHERE THE WILD THINGS STAR DEPT.

HORRIFYING SHOW-BIZ CLICHÉS

Inflating The GROSSES

Scalping A TICKET

Reviving An OLD STANDARD

Casting A ROLE

ARTIST: PAUL COKER
WRITER: FRANK JACOBS

Doctoring A Horrible SCRIPT

Padding A PART

Striking A SET

Releasing An EPIC

Mounting A PRODUCTION

Missing A CUE

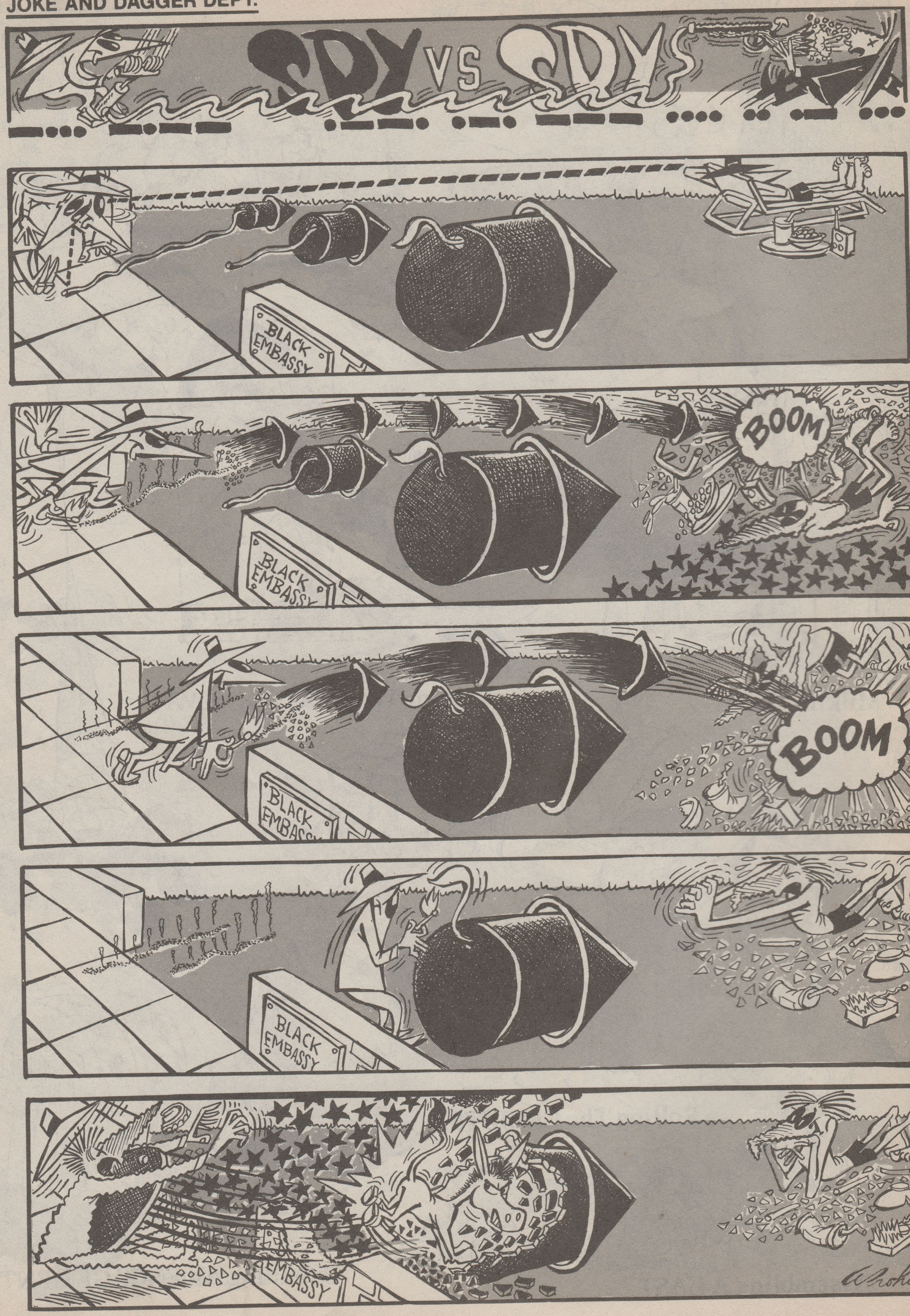
Milking A GAG

Going With An UNKNOWN

Rolling The CREDITS

Assembling A CAST

Extending An ENGAGEMENT

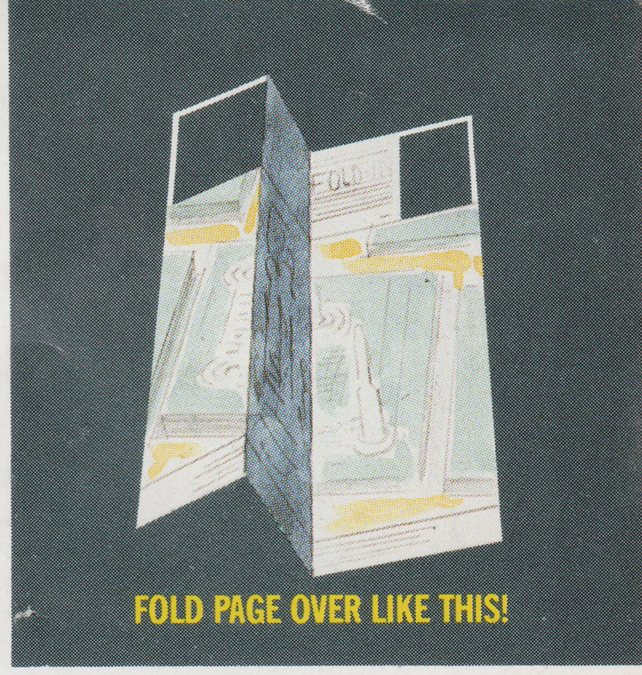

SPY VS SPY
BLACK EMBASSY
BOOM
BOOM
EMBASSY

WHAT SAFE, CHEAP "STAR WARS" TECHNOLOGY WOULD WE LIKE TO SUGGEST TO THE PENTAGON?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

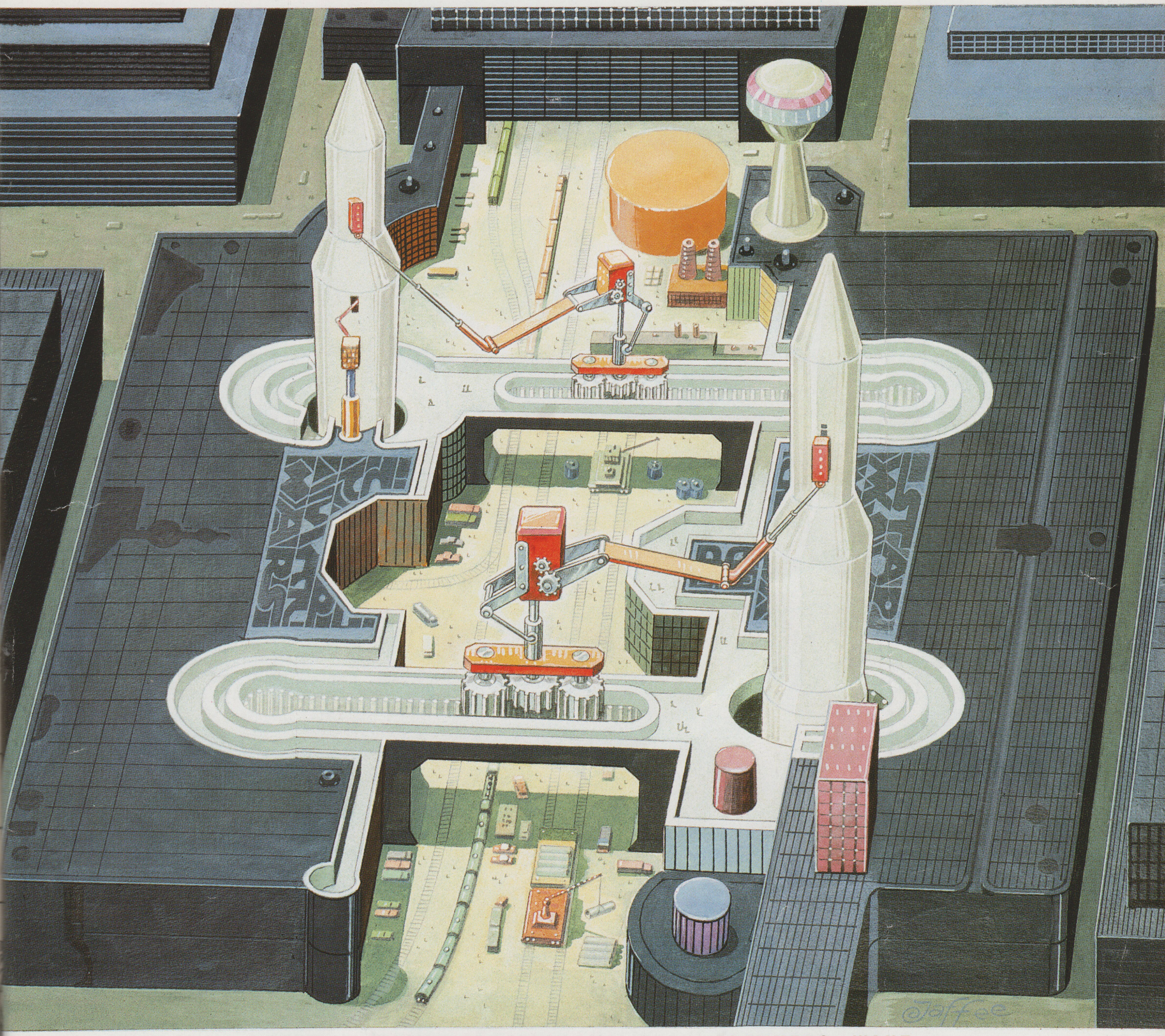
Everyone's arguing about the merits of "Star Wars" space weapons. To find out what the only intelligent solution really is, fold page in as shown in diagram at the right.



A►

FOLD BACK SO "A" MEETS "B"

◄B



ARTIST & WRITER:
AL JAFFEE

REAGAN ADMINISTRATION MILITARY PLANNERS WANT THEIR SCIENTISTS TO CREATE WEAPONS IN SPACE TO DESTROY ENEMY MISSILES OVER OUR LANDSCAPE

A►

◄B

first aid for the restaurant

Choking Victim

The ALFRED E. NEUMANEUVER

1

Find out what the victim is choking on.

2

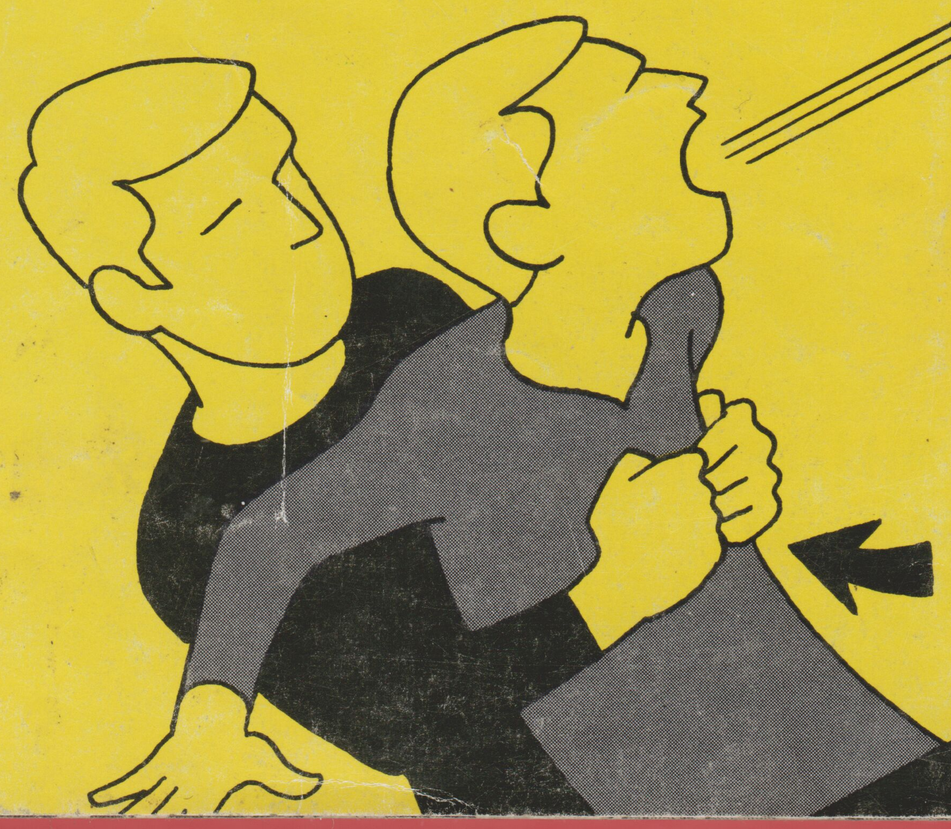
Don't order that dish for yourself.

3

Force liquid down the victim's throat. If victim is choking on fish or fowl, use a chilled white wine. If victim is choking on meat, use a room temperature red wine.

4

Administer four abdominal or chest thrusts. When blockage comes up, victim should consult a doctor. Bystanders should consult a dry cleaner.



Presented sort of in the public interest by the American Double Cross Association.

A MAD Mini Poster

ARTIST: BOB CLARKE WRITER: DICK DE BARTOLO